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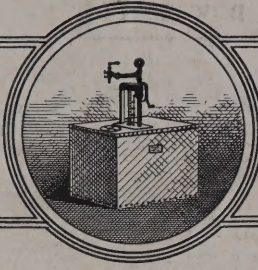


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BOWSER'S



BOOMER

Vol. IV

MAY, 1909

No. 5



THE NEW ANTHONY HOTEL

A Real Hotel for Fort Wayne

On the front cover of the "Boomer" we show a picture of the New Anthony Hotel, the delay in completing which caused the upsetting of our plans for holding a salesmen's convention at the end of 1908.

From time to time in the past the rumblings of uncomplimentary remarks with reference to our fair city have reached our ears, and it is our belief that most of the remarks were brought about by the local hotel facilities, or rather the lack of them. Civic pride naturally caused us to refrain from encouraging such remarks with reference to our city but conditions were such that it would have been difficult for us to uphold an argument on the affirmative side of the question of whether or not Fort Wayne had proper hotel facilities.

We thought that the city was in a bad way for hotels previous to the unspeakable Aveline disaster, which struck so terrible a blow to our city and to our organization itself, and after that we were indeed in a desperate plight. In the end the civic pride which we mentioned proved to be a thing of physical force, and through the energy of a few of our prominent citizens we are happy to assure you that Fort Wayne is at last able to furnish you with first-class accommodations together with the maximum safety.

The new hotel company was formed about a year and a half ago, a corporation being organized, the stock of which was subscribed by the leading firms and business men of the city. The cornerstone of the building was laid the first of May, 1908, and the hotel was thrown open to the public the first of March, 1909.

The building is a modern fire proof structure, the furnishing and management are of the latest improved type, assuring you of as good service as you will find in any of the first-class hotels in the country. The hotel contains two hundred and twenty-five rooms, one hundred and fifty of which are furnished with private bath. The total cost of the building and furnishings amounted to \$550,000. The hotel is run on the European plan exclusively, price of rooms from \$1.50 a day up. In addition to the regular a la carte bill, there will be served a club breakfast and business-man's lunch. The main dining-room and grill rooms are on the first floor immediately off the lobby. The hotel is adorned with a beautiful lobby, sixty by eighty feet, finished in Italian marble, the trimmings being in East India vermilion mahogany, making a very beautiful effect. On the second floor is a banquet hall in which can be seated four hundred guests.

We feel that this improvement in the city will add greatly to the pleasure of our men in their future visits, and it will give us the facilities for handling properly a convention at the end of this year, a thing to which we look forward with a great deal of pleasant anticipation.

The building of this hotel has created considerable stir among the other hostleries in the city. The old Wayne Hotel is being remodeled and refurnished, and a new European hotel, the Baltes, has opened just across the street from the Anthony, thus insuring adequate facilities under all conditions.

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The secret of happiness is to be content with a little less than you have until you are able to afford more.—
"Push."



C. W. HOFFRITZ

A NICE STUNT.

C. W. Hoffritz, Harrisburg, Pa.

Dear Sir:—I am now arranging my private garage which I wrote to you about one year ago, therefore, I will be ready for some kind of a gasoline tank.

In the first place I do not want to spend any more money than I must. I want a tank to hold 50 or 60 gallons, a good size barrel of gasoline at a time. I want to place the tank outside of the building and pipe into the building and the plainest kind of a pump. I do not wish any measuring apparatus or anything of that kind. Kindly let me know what you have to fit me out in a good, safe, substantial manner and the cost.

I notice one illustrated in an Automobile Trade Journal manufactured by _____, for \$35.00. This seems to be about what I want. Have you anything to meet this?

Kindly let me hear from you at once and greatly oblige,
Yours truly,

The foregoing is an exact copy of a letter received in the New York office in February. To many garage or general line salesmen we believe it would look like a dead one as our men are too high class to sell \$35.00 outfits and this letter is in such confident style as to the kind of outfit wanted, it would naturally depress the hopes of some fairly stout hearts. But not Hoffritz, and we take off our hats to a man who can take such a prospect and land a 2-bbl. cut 41 as C. W. Hoffritz did in this instance. This is an illustration of what can be done when we have the nerve to go after the right kind of an order—oftentimes what appear to be impossibilities crumble before an intelligent assault, so let us not allow anything to stop us from going after the best possible order every time, no matter how small the chances seem for selling high-class goods.

The Down and Out Club

Did you ever meet up with a salesman on the road who was whipped before he called on his customer? If you did you met a man in a pitiable plight, didn't you? When a man gets to the point that he is afraid of a turn-down, he must make a quick recovery or get off the road. No man ever attained any large degree of success without his throw-downs, and most of us who have waded through a number of years' experience can look back and see that from the hardest throw-downs came the best lessons we ever learned. The man who is able to take his medicine when he gets up against it and come back at the next man with his head up and no fear in his soul is the chap who will come home with the coon skins at the end of the year. Far be it from our meaning to insinuate that we may have any of that breed of cats in our organization.

When we decided upon a yearly quota of Two Million for this year we did not do so believing that we had any weak sisters to spoil good territory for good men. No, Siree! We believed that we had a bunch of healthy men who could not, if they tried, remember at 6 o'clock in the evening the throw-downs of the day which was just finished. And why should you? Life is too interesting and happy for you to waste your time thinking of the chaps you couldn't sell; you have too many other things to occupy your mind. You have your sales, your plans for the morrow, your homes and your families to think about. What do we care what the fellows said who didn't buy? That's nothing to us any more than the little cloud of dust that blows in our faces when we walk up the street.

Should we sit down in the evening or the next day and grieve and worry about the momentary discomfiture of the cloud of dust? I should hope not! Well, then should you worry because Henry Jones was not as suave and polished in declining your offer as Chauncey Depew would be in declining an invitation to a bull-fight? We think not. The spirit of brotherly love and sympathy should always extend from one to another in a business organization and we hope that it is manifest in ours and that we will never be lacking in sincere sympathy in cases of misfortune, but when it comes down to the point that we think we have a full-grown, healthy man representing us as a salesman who is afraid to approach a customer, or in other words, who is licked before he starts after his man, our brand of sympathy for him, figuratively speaking, will likely take the outward form of a swift kick—that's our prescription for him.

* * *

IT'S GOOD ENOUGH FOR THE PRESIDENT.

We take it that all of our salesmen read, a short time ago, of an appropriation by the government for the purpose of furnishing automobiles for the use of the president and his family.

Our Mr. Taylor was on the job and we are therefore in receipt of an order for a nice equipment to be installed at the White House Garage.

* * *

The "Boomer" has a bet down on the Manager whom it thinks will win the Cup Race, but the "Boomer" does not believe in giving out tips.

Comparative Position of Offices in Cup Race

BOSTON

CHICAGO

NEW YORK

FORT WAYNE GENERAL LINE

SAN FRANCISCO

TORONTO

FORT WAYNE FACTORY

RAILROAD

* * *

THE CUP GOES TO BOSTON.

Boston won the first leg in the cup race and according to the terms of the race the cup will be delivered to the Boston office and remain there during the next four months. This race is a pretty tight fit as there is a very small difference separating the first four offices. Chicago made a nice showing during the last month, passing New York and Fort Wayne.



We present herewith a snapshot of W. G. Zahrt, which was taken at the end of the month of February, when the Fort Wayne General Line had the long line at the top of the comparative table published in March issue of the Boomer. This month Mr. Anderson sits in the golden chair, but our war correspondent failed to get a snapshot of him in time for this issue.

Bowser's Boomer

PUBLISHED MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA.

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

Just as we were half ready with the April Boomer, Mr. Little suffered from an attack of tonsillitis and quinsy, which incapacitated him for one month. Owing to the many demands for advertising matter we decided to omit the April number and catch step again with May. If the readers will bear with us we will promise to be at bat regularly hereafter, barring strikes, earthquakes and tonsillitis.

* * *

With this number you will have received three issues of the Boomer since it was revived, and we would very much like to have a letter from each member of our Sales Organization stating what he thinks of it. We don't want you to feel that you should simply write us a compliment on it, but if you like the Boomer in its present form, say so, and if you feel like it, hit us a rap over the knuckles; we have a pretty tough skin and can stand it. What we want to do is to make the Boomer a valuable adjunct to our selling force; we want it to suit the salesmen, so if you can make any suggestions which will help us in that effort, we want to hear them.

* * *

During the last month we have received one factory order amounting to \$13,000; one railroad order of \$10,000; and one of \$8,000, which indicate that general conditions are improving. Our total business for the year is satisfactory and indicates that we will reach our two million quota. During the last sixty days we have had three separate week's business which broke all previous records.

* * *

Mr. Hatmaker writes us that he called the boys together, talked over the cup race and decided that they did not care to have the cup around the office during the next four months for the reason that they might get accustomed to having it around and not take the proper interest in it at the finish of the year. He says there is no question about the cup remaining in New York during 1910. Before going to press we asked Mr. Zahrt for some comment on the cup race, but he refused to be interviewed.

* * *

Don't forget that individual prizes are to be offered to salesman on this year's business. Announcement in detail will be made later.

NEW APPOINTMENTS.

H. C. Worrall—District Manager, Philadelphia.
D. S. Johnson, Sales Manager, San Francisco Office.
R. G. Shulze—Transferred to New York Office.
C. H. Davies—Manager, Prospective Business Dept., Fort Wayne.
E. V. Livers—Purchasing Agent.
T. J. Kucher—Transferred to Collection Dept.
H. C. Carpenter, District Supt., Headquarters Fort Wayne.
C. C. Barnett—District Supt., Headquarters Pittsburg.
C. E. Neff—District Supt., Headquarters, Columbia, S. C.
A. T. Stata—District Supt., Headquarters, Minneapolis.
J. G. Rodman—District Supt., Headquarters, Kansas City.

In connection with new appointments, we desire to say that the policy of operating through the Branch Offices which was adopted some time ago has proved to be advantageous. Our salesmen to a man agree that to be in closer touch with an office where is located samples, printed matter, and supplies, where a man in authority is always on hand for consultation regarding special jobs and special conditions which arise, is of great advantage to them.

We find that it relieves the Fort Wayne Office of an immense amount of correspondence and gives us quicker action in all our business affairs, and is in every way beneficial to our interests. The sales under the direct supervision of the Fort Wayne Sales Department are scattered over an immense territory, reaching from Western New York and Pennsylvania to Florida and to Texas on the south, to the eastern section of Montana on the north, and on this account it has been impossible in the past for us to get the close communion with our men that we were able to get in other territories covered by the branch offices; therefore, the appointment of district superintendents in connection with the Fort Wayne Sales Department is carrying out the same idea as the branch office scheme, except upon just a little different line. District superintendents will be located at central points in given territory, will keep in touch with the men throughout that section, and will be at their service for consultation and advice, and even help at any local point in the district where the services of an older head may be of advantage to the individual salesman.

We feel that the efforts of our District Superintendents will be particularly valuable to new men going into the field, and they will be at the service of the older men if their services are desired. We believe that this move will be of as great advantage to the men in the field as it will be to us and we believe that the men will see the value of it and that they will appreciate our efforts in the direction of giving every possible assistance to our sales organization.

* * *

THE SUN NEVER SETS ON THE BOWSER.

Bowser Tanks are in use in England, Scotland, France, Russia, Germany, Denmark, South Africa, Hawaii, Mexico, East India, Argentina, Brazil, Cuba, Porto Rico and Jamaica. It does not bother us where they go for we can make tanks in any language.

Cleanliness

How many times in your experience in the general line work have you heard a grocer say that coal oil was too filthy a product to handle? How many places have you found where the coal oil tank was placed in a shed outside of the store? How many places have you seen where it is in a back room? As a matter of fact, wherever you have found kerosene handled other than the BOWSER WAY, you have found the tank stuck as far away from the store as it could possibly be placed, isn't that so?

Now what is the reason for hiding the kerosene tank? It's profitable to sell kerosene, isn't it? "Sure"—I know what the reason is, it's the filth and that is the ONLY reason, isn't it?

Now one more question—did you ever have a man say to you that he did not believe any method had ever been devised which would eliminate that obnoxious feature of handling kerosene and that if he bought a Bowser tank, he would not put it in the regular part of his store—he would treat it as he would any other tank? Such things have been said because I have talked to general line salesmen who have heard them and it goes to show how careful a man must be in making his customer see and understand that our way really does away with that offensive feature.

Do you know that milk, butter, cheese and sugar have especial powers of absorption? They have and they will reach out and literally grab any bad odor that permeates the atmosphere, hence, the trouble that has been experienced by the trades-people because of customers tasting coal oil in the butter, sugar, etc.—WITH ANY METHOD EXCEPT THE BOWSER, we know that the difficulty cannot be avoided. Even the removal of the tank to the back yard does not correct it—the clerk who takes the oil can out and fills it, comes back tainted with the odor, the can has been smeared with oil, the clerk's hands have come in contact with it and ten to one, oil has been spilled on his clothes.

Did you ever have kerosene on your hands? If so, how did you remove it? It takes hot water, plenty of soap and clean towels to remove this odor and it takes MORE THAN ONE WASHING. How many of the grocery clerks whom you meet are prepared to use hot water with plenty of soap and clean towels for a double washing after filling an oil can? Just inquire about that and have the proprietor show you his bathing facilities and you may be able to convince him it is a sure shot that his customers will kick on the taste of coal oil in the sugar. We are not saying anything now about the time the clerk consumes if he does clean up after selling the oil—that's another matter altogether.

Now, let's move over into the territory of our Canadian cousins for a moment and see what they are doing. It's a good thing to travel and to hear what other people are doing, because we are not the whole works and sometimes we learn something by getting around and seeing what the other fellow is doing and if we can't go personally, let's use the Boomer.

Mr. Hance, our Canadian manager, graced our offices recently with his charming personality and sprung an idea which I thought would be of interest to every general line man and that is the kernel of this article. It seems that our friends, the Canadians, especially in large communities have an idea that they have a right and can regulate the handling of food stuffs where the methods are not conducive to improved health. It appears that in many of the stores in Toronto were used old methods for hand-

ling coal oil and the slovenly methods were objected to by the Chief Sanitary Officer, as the milk particularly carried the taint of oil. This situation was thought so serious that the Health Officer refused to give a permit to handle milk to any dealer in Toronto, who handled coal oil. This ruling was not fair from our standpoint, so Mr. Hance went after the Health Officers with the little model and had them send out their inspectors to make an examination of the outfits in regular use.

The result of this investigation is impressive and we herewith reproduce a letter from R. Wilson, Chief Sanitary Officer, dated April 14, 1909, which is self-explanatory. We know that a Bowser tank meets the situation fully—the point is to make the other fellow know it. This letter, it seems to us, is as strong an argument as can possibly be brought to bear:

OFFICE OF THE
MEDICAL HEALTH OFFICER,

TORONTO, April 14, 1909.

Messrs, S. F. Bowser & Co., 66-68 Fraser Ave., City.

Dear Sirs:—I must apologize to you for the delay in answering your communication of the 20th of February regarding the refusal of this department to issuing permits to sell milk in stores where oil is also handled. I was under the impression that I had written you at the time, but find that I did not do so.

It is true that at the beginning of the year, I refused to issue milk permits to parties who were selling coal oil as my Inspector had reported cases where he found a milk can and coal oil can side by side in the same store. Since then, my Inspector has reported to me that in cases where your tank is in use, there can be no objection to same parties handling milk, and permits are being issued now in all cases where application is made by parties dealing in milk and oil, where your system is in use.

Yours very truly,

R. WILSON,
Chief Sanitary Officer.

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SOME CLASS TO THESE.

Following are a few names of some well known concerns that use Bowser equipment:

Singer Sewing Machine Co.
National Cash Register Co.
Burroughs Adding Machine Co.
Washburn Crosby Co.
General Electric Co.
H. C. Frick Coal Co.
International Harvester Co.
Eastman Kodak Co.
Price Baking Powder Co.
Larkin Soap Co.
National Biscuit Co.
American Car and Foundry Co.
Carnegie Steel Co.
American Steel and Wire Co.

If our equipment is worth the consideration and investment of such firms it is certainly worth serious consideration by every factory prospect that you call on.

Factory men cut this out and paste it in your hats.

A Resolution

Are you one of the fellows who walk around in circles after breakfast? Do you after reading the paper a little later than usual feel in a very uncertain frame of mind about what time and at what place you will begin your day's work? Do you ever sit down after the late paper and look over your lists slowly, tediously, uncertainly and speculate upon which one would be most likely or the easiest? Do you ever go out afterward and walk around the streets leisurely, surveying the buildings, the looks of the stores and spend so much time at it that you conclude you will write a couple of letters, make up your reports and wait till after dinner to begin? Did you ever do all those things and find that right after dinner a storm came up so that you felt that you would appear ridiculous if you started to work in the storm? Did you ever decide that the town was "On the bum" anyway and that you might just as well go on to the next? You say you never did? Did you ever do ANY ONE OF THOSE THINGS? No? I have—Now there is an honest confession and I have found few salesmen with wings on them in my travels. I have been on the lookiut for one for years too. I have jollied myself up with all kinds of arguments until I was able to kill most of the morning, and at other times when the storm stopped me and I had an honest reason for resting, I felt so mean I couldn't enjoy myself.

One thing that helped me in my selling was that I used to get sore at myself and work my pride up to a point where I would go out and do penance by working about twice as hard and twice as long after one of those spells as I would ordinarily.

May be you are a man who sensibly sits down every evening, makes out his daily reports, enters his future prospects in his own record book, or card file, spreads out his calls for the morrow and lays them aside to be taken up first thing the next morning, at which time he knows without a moments hesitation where he will begin and where he will put in his day. If you are, you will be pretty sure to start right and to put in an honest day's work. I have done that also, and how much better I felt at the end of the day. I could rest better; I could enjoy my evening meal, and after my reports were again made out and my plans laid for the next day I could enjoy my evening.

I am reminded very often of a remark which Mr. Bowser made in his address to the Managers at the end of 1908, that there can be no more real happiness in this world than to experience that feeling of contentment which comes from the knowledge of having honestly performed that labor which it is our duty to perform. That is the first and important step toward the greater success of having performed honestly all those many obligations which we must necessarily meet in our natural lives.

Could we all perform each day an honest day's work and in the same manner perform our other duties all through our lives, we would surely then have gained the pinnacle of success whether or not we were able to erect libraries or control all the railroads in the country—What do you say? Let's start in today and be sure we do the honest day's work if no more. That will be a modest and unpretentious start and it will be one step in the right direction which will not hurt anybody—Are you on?

* * *

An honest confession prepares the way for a good resolution.

AN OLD TIMER.

We were in receipt, last week, of an order from Mr. Gumpfer for a three-barrel Cut 10 Retail Gasolene Outfit. In connection with this order he made an exchange for an old Bowser Outfit, allowing \$15.00 for it.

In looking up our records we found that the order number on the old pump was 33 and that the outfit was sold by one of our rising young salesmen, named S. F. Bowser, in November, 1885.

We do not know what our salesman promised the purchaser as to the life of the tank, but we feel that he must have gotten his money's worth, as the record further shows that the tank was sold to him for \$20.00, that Mr. Bowser took from him \$6.00 worth of merchandise and \$14.00 in cash—and after using the outfit for nearly twenty-four years we have made an exchange and allowed him \$15.00 for his old outfit, one dollar more than the cash outlay, after his having the use of the tank almost a quarter of a century.

Allowing that this tank saved the purchaser 100% per year in the handling of his oil, and that he received \$1.00 more than his cash outlay, after using it twenty-four years, what is the rate of interest which he secured on his investment? Get out your pencils and figure it out to suit yourselves.

* * *

A SUGGESTION.

Mr. C. R. Frierson, of South Carolina, said to Mr. Zahrt, sometime ago, that when he gets discouraged in his work, he hunts up a merchant who is an old user of a Bowser tank and has a talk with him.

This is a very innocent looking statement, but really when you come to analyze it you will find that it contains a great deal of meat. We all know that wherever we find a Bowser user, we find a friend, and one who will talk up the qualities of our outfit, and knowing that to be a fact, what volumes it speaks from an advertising standpoint for Bowser tanks, and what a source it is from which to draw enthusiasm and encouragement.

Think it over.

* * *

GASOLENE A BAD MASTER.

We reproduce in this issue an article from the Toronto Canada Globe, reporting a disastrous fire in Niagara Falls, Ontario, caused by the overturning of a gasolene tank.

We cannot resist publishing some of these reports as warnings to the persons who handle gasolene in a careless manner. The saddest thing to us, however, is the fact that right in our own city of Fort Wayne, within the last thirty days, the lives of two women have been snuffed out because of carelessly handling this treacherous agent of destruction.

Why will persons continue to disregard the destructive powers of gasolene? The same persons would not touch a stick of dynamite or go within ten feet of a can of nitro-glycerine if they recognized it, but they will juggle gasolene, which is more dangerous than either of the others. Dynamite and nitro-glycerine will behave nicely if you do not hit them with a hammer or throw them around and they do not throw off any dangerous vapor as does gasolene. The vapor from gasolene is what makes it treacherous and more dangerous than the others. Argue all the time for the proper storing of gasolene because, in addition to selling outfits, you will be saving lives and property.

Competition

By H. C. Worrall.

"COMPETITION"—Webster says is the act of seeking or endeavoring to gain what another is endeavoring to gain at the same time—strife for superiority.

Competition—"Is the life of trade," was an old and much credited adage. Political economists tell us the reverse is true; that competition itself stifles trade—it robs it of its own vitals. Two or more merchants compete for the maintenance of certain trade. Step by step the very essence of trade itself is entirely wiped out. That for which trade was established, "Profit" is sacrificed on the altar of competition. That one great essential that begot barter—exchange, trade, commerce, business, profession, is entirely lost sight of when King Competition enters the fight and conquers the field; conquers only to find he has lost that for which he has so gallantly fought.

But what of the grocer, the baker, the numerous other traders that supply us with the means of sustenance? Is not every merchant obviously a competitor of another in a like trade and is it not better so? Can you not imagine at whose mercy we would be if one institution controlled the disposition of these necessities of life, and is it not easy to picture the attending disasters to society if the monopoly (for that is what it would be) was composed of unscrupulous characters, or whose single purpose be that of greed? It is to be hoped that this condition will never come to pass. Let this essential competition go on, tempered with good judgment. Not self-destructive and yet held in check by its very existence. The field is large, let the contestants be many. Here the strife to excel does not kill, but on the other hand keeps everything in a healthy condition, with the consequent result—the best leads.

This condition is in greater evidence in the prime essentials of life, so to speak. The great staples that go to sustain and clothe, to house, the human race. It is apparent to a lesser degree with the minor necessities and so on down the line until it practically disappears. We then come to commodities that render great assistance in the obtaining of certain desired ends, such as can be dispensed with if necessary, yet incalculably valuable. In this class we have the culmination of the genius of men wrought in shape by mind and muscle; productive of means and methods for the acquiring of cherished desires, with less time, less toil, less expense.

We need but look around us to see illustrations on every side. Here our commercial competition, of course decreases, to the smallest degree. Hardly discernible, yes, and in many cases obliterated entirely.

We have asked you to journey along this road to reach the place at which we have now arrived. We are at the spot that will be of particular interest to us all. Does competition exist in our field? For argument's sake we will respond in the affirmative. Let us consider that every device that serves to meet the needs for which the Bowser outfit was conceived, is competition. The original carrier of oil, barrel, drum or can, which ever it may be, faucet, tank or on up the line until we come to that class that our sincerest flatterers, imitators and their sister class, the "just as good," of which there have been many. Some have sprung up in a night, but the seed was sown on stony ground and they with-

ered under the lime-light of inspection, and then again others were "weighed in the balance and found wanting." They did not, could not stand the test. They were not of the right metal (figuratively and literally speaking.)

We all know there is none as good. We do hear of those "just as good," but even these actually figure to no considerable extent. One may exist in the northeast, another in the northwest and some in other quarters, but none presume to enter all fields. All are more or less recent attempts at perfection at the sacrifice of some one or more vital essential, material here, labor there, method somewhere else and so on. For what purpose? Why should labor be sacrificed in one place and other essential factors elsewhere? Nowhere found the existence of experience, thought and study? The answer is obviously clear.

To those who experience this so-called competition, does it loom up as an obstacle? Can it be called a competitor in the real sense? Is it not only a pretender, and early in the race falls by the way-side? In fact, is there today any system that presumes to cover all the points and afford the many advantages to be found in the Bowser system? Mr. Bowser is willing to admit this was not the acquisition of a day. In brief, it is the continuance of this one line of business for a quarter of a century that has given us the training that insures ideal results.

These words are for the few only who may have had a misconception of the true state of affairs. It is to be hoped that they may relieve the minds of such of any hallucination that there is an existence of one who can rightfully wear the toga of a competitor. In entering the field you will appreciate that you are head and shoulders above all. Do not take issue with Mr. Merchant who has discarded the ancient method for handling oil and taken on some more modern system, even though it is a make-shift. This you will appreciate is a desire on his part to change for the better. Do not discount his judgment; rather compliment him. It may be ignorance on his part of the existence of a better system. You will appreciate he is traveling along the right path. He may not have traveled far, but having started it will then be easy for you to assist him on his journey and take him up the hill until you have reached the top, where the Bowser always did stand and always will be found. From that point he will see all sides plainly and will be satisfied in his own mind that we have reached the acme of perfection.

The only factor that holds the attention of the merchant in considering the "just as goods" and other classes that of price, disappears forever and it is manifested that the best is the cheapest. Our views are corroborated by our references—a half-million users.

Before closing we want to show you another side of competition. It is synonymous to rivalry, and this we must confess we encourage, a friendly rivalry, whereby we put everyone of you on your metal, to contest with your brother in the same class for superiority. We ask that you enter into this with the proper spirit and with the firm determination to give it your best and with the hope that you will cross the tape ahead of your class. We realize there can be only one at the head, but it must not be overlooked that everyone has equal opportunity to acquire the coveted position and in this it truly applies, "the survival belongeth to the fittest."

ECONOMY AND BEAUTY BLENDED.

To make our strongest argument on the beauty and good looks of an article is not, as a rule, the most important point to bring out in trying to make a sale to a merchant. We must admit, however, that this quality is necessary in the article and the argument should not be omitted, as it often lands the customer. There are some strong talking points along this line. For instance, we know of some good housewives who refuse to visit or deal with certain Grocers, who keep dirty sloppy stores. If the coal oil can is sent to such a store, it comes back dripping with oil from sloppy measures and funnels. The butter and sugar often have a distinctive flavor of cock-roaches and coal oil and with such conditions (which are not uncommon) we could exclaim—"If cleanliness is next to Godliness"—a Bowser Oil Tank should be considered as a means of Grace. Now we will not use the Irish vernacular and say a Bowser is the means of "Saving Grace," although that's the strong point in the argument. Saving Grease (oil) spells Economy, that's the strong point in arguing the sale of a Bowser. We will put the points in a line, pointing them at the pocketbook and heart of our buyer.

Economy—Quality—Safety—Convenience and Beauty. We make a center shot and influence our buyer to sign an order.

C. E. NEFF.

Mr. C. E. Neff sends us an article this month entitled "economy and beauty blended." We wonder if in our efforts to drive home the thoroughly practical points on savings in waste, labor, space, evaporation, over-measure, etc., we forget to use to the best advantage the argument on beauty. Evidently Mr. Neff has not and it is well that the point be mentioned at this time and that every salesman give it consideration—many times you may have a man on the fence where one more point would bring him over and why not the beauty of the fixture? A man will not always admit that he buys an article because he thinks it will be pleasing to the eye, but he often does, so give him the opportunity. Beauty is an important factor in fitting up a store, often it is not considered so by storekeepers, but the man who has good ideas on arrangement and fixtures is usually very successful in his business. If you go into a nicely arranged store, one that has good looking up to date fixtures and the whole store a wholesome appearance—isn't that the place you want to trade and don't you remember the place? YOU BET YOU DO. Now let's make the merchant understand that and also that the Bowser tank is a thing of beauty—a fixture which will stand out as the finest thing in the store.

* * *



W. V. Crandall, winner of the third prize in the General Line in 1908, is one of the recent acquisitions to our family. He joined the Bowser army in April of 1908, and with a late start finished third.

Mr. Crandall writes us that we must not overlook the "Wild and Woolly West," as smoke wagons are beginning to be thick out there. So

long as he keeps sending in the exceptional business which he has been getting recently, we will not be able to forget him or the West.



Mr. G. H. Williamson, who won third prize last year in our garage line, was with this company for three years. He represented us in St. Louis during his first connection, afterwards coming into the Fort Wayne office as a department manager, and later was transferred to the Sales Department, taking up the garage line in Cleveland, Ohio, where he made his best record, and finished third for the year, 1908.

Mr. Williamson has recently severed his connection with this company, and is now Vice President and General Manager of the Cleveland Washboard Co. While we regret to lose so capable a man from our sales force, we are pleased to note that Mr. Williamson is pleasantly located, and wish him every success in his new undertaking.

We feel sure that he takes with him the best wishes of all with whom he came in contact.

* * *

BAD BLAZE AT THE FALLS.

Explosion of Gasoline in Hardware Store—Ten Thousand Dollar Stock Ruined—Firemen Overcome by Dense Smoke.

(Special Dispatch to The Globe.)

Niagara Falls, Ont., April 1.—Fumes from an overturned gasoline tank communicating themselves to a gas jet in the cellar of J. T. Henderson's hardware store caused a bad fire today, and for a time threatened to destroy a large business block. With a loud report, the gasoline exploded, and the building was enveloped in dense volumes of black smoke, while the first floor of the store was like a roaring furnace, the flames gaining rapid headway among the inflammable stock of paints. Many times the firemen were driven back by the flames, and some of them were overcome by the dense smoke. The damage will reach not far short of \$10,000.

* * *

The following salesmen have visited the General Offices recently: J. C. Barcus, A. T. Stata, C. C. Barnett, E. K. Carson, A. W. Dorsch, R. L. Duncan, W. G. Fitch, C. W. Hoffritz, W. J. McDonald, T. C. Potts, John Sheehan, W. D. Insley, R. S. Johnson.

* * *

W. I. McCall, of Oklahoma, broke the record recently by wiring in three orders in one telegram. The orders were from three different purchasers and the total tankage represented eighteen barrels capacity.

* * *

P. F. Cashman has been doing some nice business lately, and one of the stunts which he pulled off was to send in a check for \$256.00, accompanying the order.

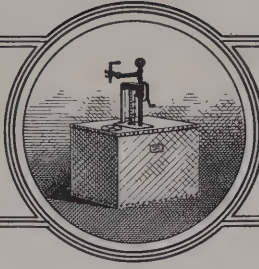
* * *

O. B. Fitch handed us two orders for 5-bbl. cut 41 outfits from one day's work in Indianapolis, recently.

* * *

All speeches of acceptance for prizes to be presented in January, 1910, should be forwarded to the Helping Hand Department of the "Boomer." They will be edited and returned free of charge.

BOWSER'S



BOOMER

Vol. IV

JUNE, 1909

No. 6



THE QUOTAS ARE ON THE RUN

The New Building

There is quite a number of our men who have not been into the home office this year, hence have not seen the cement block building erected on the west side of Thomas Street late last year. The new building stands just south of the alley, is two stories high 49' x 99'. The building has an electric elevator running from basement to second floor, upon which all freight is quickly handled. A basement is built full size of building and in it is a fire-proof vault, built especially for filing blue prints. The ground floor is divided into two large rooms in front, one in rear and a private office between, which is used by Allen A. Bowser, First Vice-President and Master Mechanic.

One front room is used as a drafting room and the office of A. D. Wyckoff, Manager Engineering Department. The other is a display room in which we have set up outfits of most every description and all the accessories. This room is used for visitors and for salesmen when they are in studying the line. The rear room on first floor is a machine shop, devoted exclusively to the manufacture of automatic registering measures. Upon the second floor rear is located the pattern room and stock room of the publication department.



THE NEW BUILDING

The whole first floor front is devoted to the salesmen as an assembly hall—that is, it WAS devoted to that purpose, but the rapid growth of the business made it necessary that we encroach a little a few weeks ago upon this virgin territory for desk room. At first we put some young ladies over there, temporarily, to do some addressing of circulars. At that time the Department manager had very forcibly impressed upon him the fact that the arrangement was only temporary, but now you ought to see the “assembly hall,” twenty-one young ladies doing addressing, the traffic department and the order department all being located in there—that shows the growth of the business—January 1st private offices were put into the second floor of the old office building and eight private offices were taken up at once and now we have spread out to the new building. If Mr. Bowser's office family keeps on growing at the present rate he will have to get a circus tent for us.

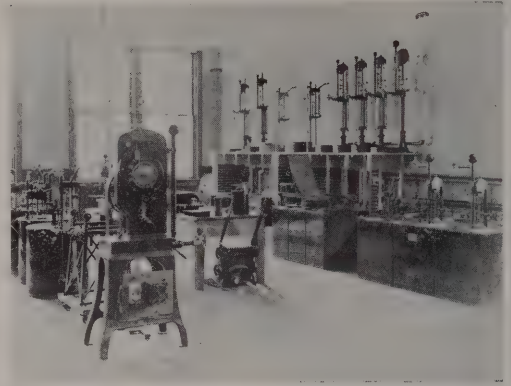


EXHIBIT ROOM

A Short Workout

In last issue we reminded you that yearly prizes are to be given for the best work during 1909, the announcement to be made later on. By this time you have digested general letter No. 210, and know about the special prizes offered for best percentages on quotas during June and July.

This is a sprint of sixty days, and the idea is that any salesmen who break their legs in this race will have canes to keep them up during the balance of the year. We think it is a clever idea; we don't want any of the sprinters during this short race to be handicapped on the race for the big yearly prizes. When it comes to the question of walking sticks, we want to say that there is such a thing as getting the kind that is worth owning and keeping all one's life, also it is possible to have in mind the fancy cane that the fakirs sell on election night and at the county fairs for from ten cents to a dollar. It is difficult for us to arrange our natural modesty in proper relation to a subject where we are called upon to describe an article offered as a prize, but in this case we just have to say that these canes are “humdingers,” and when you get yours you will wonder that we didn't make it stronger.

We believe in these contests; we believe that you like them and in the selection of prizes we use every care to select something in good style, some thing that you men will be proud to own all your lives.

In the friendly rivalry for the prizes we know that there is no detriment to the men, and many of you earn a little more than you would otherwise: SO STICK FOR THE STICKS.

* * *

Selling goods at cut prices is going along the lines of least resistance.

* * *

Don't float down the stream; any dead one can do that, but it takes a live one to swim against the current.

Assurance a Salesman's Asset

BY C. H. DAVIES.

Every grocer, garage owner, manufacturer, hardware dealer, or any other merchant, has to decide between two methods of conducting his business; he must either offer only the very best service to his trade, possible, or else something not quite as good as the best. Every salesman who has any article for sale, must have considered, one way or the other, the question of quality of service his article renders.

Every Bowser salesman has the assurance that the Bowser system is absolutely the best system possible to devise for the handling of oil. The material entered into its construction is of the highest quality; the parts that are not visible are of as true sterling worth as though they could be readily inspected. From the standpoint of quality of material, cleanliness, convenience, swell appearance and high class of service which the Bowser renders, practically every prospect will admit it is without a peer.

It is quality and the best of service that counts. This is a powerful lever in the hands of a salesman. A salesman who is not restricted to talking price, but who can talk quality first—knowing that he can deliver the goods and that the House stands sponsor for what he says, holds the right bower in competition. He has something better than the next man; something the other man cannot give, and the goods that are admitted by all to be a little better, if properly exploited, soon receive recognition. If inferiority pays, why do we all strive for the best. False economy of today is the loss of tomorrow; the seeming extra expense of today, the continuous profit for the next twenty years.

It is generally recognized that a salesman often receives some pretty hard buffs. But it is these knocks that broaden him and make him successful. Don't let supersensitiveness build a wall between you and success. We should really seek criticism, for by it you can see yourself as others see you and by it finally make them agree with you. The fact is, we do not resent criticism because it is not reasonable; we simply do not like others to point out the faults to us. If we do not receive criticism when due, we perhaps would fail to find the defects ourselves and thus never be able to rise above criticism. We should continually be on the outlook for our defects and deficiencies; your good qualities will boldly present themselves.

Success proverbs are a very good thing and should be seriously considered by everybody, but there is just one little word that, reduced to practice, covers them all—WORK.

* * *

There is some talk about the office of sending Mr. Bowser to the U. S. Senate on account of the excellent speech he delivered at our last dinner, on the cost system. You wouldn't think the boss would have the time or the inclination to get next to all the curlicues of a cost system, but he was right there with the goods. If he runs for office he may be sure of the undivided support of the BOOMER, and that ought to help some.

* * *

It's all right to turn over a new leaf occasionally but don't use the loose leaf system.



H. J. GROSVENOR, Secretary

You all know H. J. Grosvenor, don't you? He is our Secretary and Office Manager, and one of the best fellows you ever met. Grosvenor is one of those good-natured fellows who never knows when he has more work piled on him than any one man can do and is always ready to help you out with information upon any subject connected with any part of the Bowser Business, in fact, he is the Bowser Encyclopedia, all he lacks is the index.

What we started to say was, that last week we were in Grosvenor's office listening to a little reminiscent dope which he was handing out. It seems that he joined the Bowser Army when it was only a regiment and when salaries for beginners were below the notice of the fortune-seekers, 1899 was the year, and \$45.00 per month was the salary. Among other things he stated that for the last four month period of the year the company did a business of \$70,000, and they all thought they were "going some at that." Just then the statistician stepped into the office and laid upon Mr. Grosvenor's desk, a statement of the week's business, the week ending May 22d, the amount of which was \$70,000. Holy Gee! As much business in a week as was done in four months. An outsider would hardly believe it, would he? No, but you believe it, because you know what is going on, and we hope the outsider never finds it out, this information is for the family fireside only. There was Grosvenor, who started in the forty-five hole, now secretary and a director of the company, and one of the important generals of the army which is doing the \$70,000 a week. He recently bought a piece of property and is building a beautiful home in one of the finest localities in the city, so he was going some, when he started in 1899.

We might think this over, it won't hurt us.

REPRESENTATIVE OWNERS OF BOWSER GARAGE EQUIPMENT

MRS. GEO. W. CHILDS	- - - -	South Pasadena, Cal.
J. D. SPRECKLES	- - - -	Coronado Beach, Cal.
GARRETT A. HOBART, JR.,	- - - -	Paterson, N. J.
THOMAS A. EDISON	- - - -	West Orange, N. J.
SETH LOW	- - - -	New York City
C. K. G. BILLINGS	- - - -	New York City
DOUGLAS ROBINSON	- - - -	Orange, N. J.
H. MCKAY TWOMBLEY	- - - -	Madison, N. J.
JOHN F. DRYDEN	- - - -	Bernardsville, N. J.
VICTOR LAWSON	- - - -	Chicago, Ill.
CYRUS H. MCCORMICK	- - - -	Chicago, Ill.
ROBT. T. LINCOLN	- - - -	Chicago, Ill.
MRS. MARSHALL FIELD	- - - -	Chicago, Ill.
R. T. CRANE, JR.,	- - - -	Chicago, Ill.

Bowser's Boomer

PUBLISHED MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA.

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

Oh! You Anderson!

* * *

We have often told DeVilbiss to keep his shirt on.

* * *

You salesmen are a stingy lot with your letters. We heard from only four or five last month as to how they liked the BOOMER. If you are too busy taking orders, all right, let her go at that and if the BOOMER don't suit you, it's your own fault.

* * *

Prosperity is certainly here with bells on so far as we are concerned. We read every day news of increased railroad earnings, increased orders in the iron and steel trade and a gradual scaling up of prices in these commodities from the recent cuts made by the big companies to stimulate trade, also of big equipment orders from the steam roads. We seemed to be right in the path of prosperity and in fact we met it on the way. Business is not GOOD—its GREAT.

* * *

Don't forget that yearly prizes will be awarded to the salesman doing the best work through the year, and they will be presented during the annual convention—the convention will be held at the New Anthony Hotel, and there will certainly be a bunch on hand for the big doings. Nineteen-nine will be the record year for the Company; we will have the record crowd at the convention and we shall see that we have the record time.

* * *

During April we broke two or three weekly records in such rapid succession that we scratched our copy all to pieces trying to get the latest reports to press and before the last issue reached some of the men, the new record got a jolt that placed it securely among the "also rans." This month we feel safe in saying that \$70,000 for one week is our high-water mark. Still we shall not grieve over the effect upon our editorial perspicacity if we find that we are wrong by the time this appears in print.

* * *

Last month, Mr. Colwell, of Chicago, was in and made a strenuous objection because the BOOMER did not call attention in a more forceful manner to the position of his office in the cup race at the end of April, it occupying second place. We are very fond of Colwell and in order to square ourselves, we this month call your particular attention to the position of the Chicago office. Those whom we roast, we love best.

Pardon our natural tendency to revert to the seventy thousand a week—"It listens good to us." We mentioned in another column that the information was for the Bowser Organization Family Fireside,—we are not stuck on the idea of blowing to the outside world about our volume of business. We would prefer that the general business world would believe that we are doing a good healthy business rather than a whale of a business, but we are bound by a principle of honor in telling the facts to our own people and we feel that it is something that every man connected with the organization wants to know and is entitled to know. We also know that through the limited circulation of the BOOMER among employees and a few friends, the information will travel to some extent and can be corralled by those who might be interested, and we can't avoid it.

So here is the point; use the information judiciously and leave out the loud talk.

* * *

NEW APPOINTMENTS.

A. D. WYCKOFF, Manager Engineering Department.

J. O. GOFF, Traffic Manager.

F. M. KING, District Supt., Shreveport, La.

* * *

Mr. L. W. Robinson, has charge of our new cost system. At first thought, no doubt, many of our salesmen will say they don't care a tinker's — about the cost system, and that is what a lot of other men connected with the Company used to think; we were too busy to bother with a cost system.

A few evenings back, Mr. Polhamus invited the foremen, superintendents and other officers in the shop to meet with some of the office men and directors over the festive board at the New Anthony, in order to study and discuss the new cost system, and when the evening was finished everybody present was interested in the matter.

We have always had a cost system, and an adequate one until our business grew so that the volume and the detail became so large that the very best systems had to be installed in every department in the business to insure practical results. A salesman on the road, whether he knows it or not, is vitally interested in every system installed in the office and the shop, and unless every part of the business is harmonized and made understandable to the men at the helm, the salesmen's interests will suffer sooner or later. All equipment must be sold at a price which insures a margin that is ample to take care of the pay roll, taxes, interest on investment, betterments, and a reasonable profit for the owners of the business; the actual cost of that article must be known, in order to properly fix the price. An advertising department must be properly organized to anticipate the salesmen's needs and to prepare the way. An accounting department must be in shape to properly care for the volume of detail in accounts. A collection department must intelligently look after getting settlements; a system must be worked smoothly to insure attention to your order as it goes through the office and the shop; a shipping department must see that the equipment is properly and promptly forwarded.

All these departments seem far removed from the salesman when he is out hustling for the order, but upon the harmonious working of them all depends the vital point—his commission. The salesman must collect his profit or his work is for naught, and it is only by the combined effort of every department that the final result is assured.

The Cup Race

Boston withheld its position in the "Cup Race" during May, which was no doubt due to the inspiration of having possession of the "loving cup" during the second section of the contest. The Eastern Crowd produced their quota, and before they could throttle down they had made 240% more than their quota. 'Frisco came along pretty fast with 108% of its quota, and all the offices made great strides toward their marks, many of the individual salesmen making fine records.

The following shows the relative positions of the different offices for the first month in the second period—the winner during this four-month period gets possession of the "Cup" for the last four months of the year:

COMPARATIVE POSITION OF OFFICES IN THE CUP RACE.

BOSTON

SAN FRANCISCO

NEW YORK

TORONTO

FACTORY AND RAILROAD

PHILADELPHIA

FORT WAYNE GENERAL LINE

CHICAGO

* * *

THE MAN WHO WINS.

The man who wins is the man who does;
The man who makes things hum and buzz;
The man who works, and the man who acts,
Who builds on the basis of solid facts,
Who doesn't sit down to mop and dream,
Who humps ahead with force and steam;
Who hasn't the time to fuss and fret,
But gets there every time, you bet.

The man who wins is the man who bears
A smile to cover his burden of cares;
Who knows that the sun will shine again,
That the clouds will pass—we need the rain;
Who buckles down to a pile of work,
And never gives up, and never will shirk,
'Till the task is done; for toil is sweet
While the temples throb with red blood's heat.

The man who wins, is the man who climbs
The ladder of life to the merry chimes
Of the bells of labor—the bells of toil,
And isn't afraid his skin will spoil,
If he faces the glow of the glaring sun,
And works in the light 'till his task is done.
A human engine with triple beam,
And a hundred and fifty pounds of steam.

Contributed by some modest gentleman who withheld his name.

Bowser Dream Book

We have opened a Dream Book Department this month, for the reason that we have recently heard some very amusing dreams from some of our men. And, if any of you have anything interesting along this line, send it in.

In New York City our office is located not very far from the famous Singer Building. That building when it was constructed was, with its dome and flag-staff, the highest building in New York City, and very likely in the United States—and possibly in the world—we are not sure about it, and people's attention was constantly called to it. When Mr. Hatmaker was at the factory recently, he was telling us that for two nights in succession he dreamed that he was up on top of the Singer Building; that he had climbed to the dome and was climbing up the flag-staff, taking down the Singer flag and supplanting it with a Bowser flag.

Mr. Bechtel has been figuring for a long time on building a new home. He has gone over plans, talked with contractors and architects until evidently his mind has been in a very unsettled state, as recently he dreamed that he had bought an entire block over in the best district of the city and had built an apartment house around the whole property, facing the four sides of the block; that he had an esplanade, fountains, etc., built in the center.

Mr. Morrison, our artist, dreamed the other night that he was "Little Nemo;" that he was in a big castle down South, with someone taking care of him who led him to a large shot-gun and told him if he pulled the trigger the gun would go off and that all the negroes would turn white. He pulled the trigger on the gun, and found it was loaded with whitewash.

* * *

You all know how superstitious a colored man is about a burying-ground, a grave, or a hospital. Their only idea of the hospital is that the doctors get you there and "chop" you to pieces, and when it comes to a grave-yard, or digging a grave, a colored man is not in it at all.

Mr. S. F. Taylor sends us the following letter in connection with an experience he had in hiring two colored gentlemen to dig a hole for a five-barrel tank:

"An experience showing the superstition of negroes was so ludicrous it struck me as being too good to keep. I have laughed a great deal about it, as have the officers in charge at the hospital.

"I hired two negroes to dig the hole and trench for a five-barrel Cut 41, in town. When they reached the hospital they were curious to know what the hole was for. After marking out the place 4' x 6', they looked at each other, and reluctantly dug. About that time a stable man in the employ of the Government came along and asked them who they were going to bury there. My back being turned for the moment, measuring for the suction pipe inside the building, the two "coons," without notice, dropped their shovels and ran as if the devil were after them. They must be running still, for no one had seen them around the place where I hired them, ten hours after they started."

* * *

Mr. Zahrt just returned from Minneapolis, where he and Mr. Stata, District Superintendent, held a convention of the men of the Northwest district, fourteen salesmen attending. He tells us that the bunch up there make up a very enthusiastic corps of the Bowser Army. Mr. Zahrt added four men to the Minneapolis District during his trip, and reports everything booming in the Northwest.

* * *

It's easy to find an excuse for your own sins. Why not be a little charitable toward your neighbor?

Sporting Department

BEHOLD THE FISHERMAN—

He riseth up early in the morning and disturbeth the whole household; mighty are his preparations! He goeth forth full of hope! When the day is far spent he returneth, smelling of strong drink, and the truth is not in him.

One night last month, Ratliff of Texas, went into a bowling alley and made twenty-two consecutive strikes, then he turned over on his side.

Did you know that Caskey is a crack shot? He is. He hunts clay pigeons out in South Chicago and they say he gets a good mess of fresh ones nearly every time he goes out.

When you come right down to it, we have some real sportsmen in our office organization. The Big Boss himself likes to hunt and fish, and they say he can shoot the eye lashes off a duck without hurting its eye sight, if he wants to. Mr. Dunkelberg has the medal though, as the champion hunter and fisherman of the whole organization. He makes his regular trips into Michigan, Wisconsin and Canada and comes back with tales, that so far have simply put to shame all our amateurs. Occasionally, a brave soul rises in his ignorance and tells a whopper, but Mr. Dunkelberg puts it aside with a wave of the hand. We were amused at Bowen on his last trip to Fort Wayne; he told a story about being out on a lake in Minnesota, when a terrible wind and rain storm threatened. He started for camp and on the way hooked a musky. That musky pulled his boat all over the lake and kept him out in a driving wind and rain storm for one hour and fifty-five minutes, and when he finally landed the fellow, he weighed thirty-six or forty-six or ninety-six pounds, we forget which. Now, for Bowen, isn't that an ambitious fish story? Let us hear from others. Do you ever fish or hunt? Send in your stories of the best sport.

Of course, in connection with selling tanks, we insist that our men stick to the truth, but when it comes to fishing and hunting, we will be liberal. The Editor is a great fisherman; he caught a ten-pound cat fish once; he didn't just exactly catch it, but he was in a boat with a fellow who did—he has told that he caught it and has had it ten feet long instead of ten pounds in weight, but that's all right.

We recently hooked a new trout fisherman, one of these nutty fellows, who wade all day in a divers suit and tell about speckled trout that will run between your legs and go way up stream. This fellow is named Armstrong, and by the way, the bugger hooked a ten thousand dollar order the other day for the factory department, and if he wasn't so young, we would put his picture on the first page of the BOOMER. You would think that a man who has been working only three months would get his line all snarled up if he had a ten thousand dollar order hooked, wouldn't you? But he didn't; it tried to get between his legs and run up stream, but he landed it.

The Tale of a Shirt

Mr. Thomas D. DeVilbiss, Erecting Engineer, is probably one of the best known men in our organization, he having been in the employ of the company almost continually since 1886, with the exception of a period covering part of '94 and '96, when he served as Chairman of the Board of Public Works for the City of Fort Wayne.

Mr. DeVilbiss left the shop last November and has made a continuous trip, covering a period of seven months, installing Automatic Registering Measures and oil-house equipment, principally upon the Santa Fe Railroad Lines throughout the West. On this trip he has covered 15,000 miles, installing systems in Texas, Louisiana, Arizona, and California. These meters in most instances are connected up to tanks with a capacity of 20,000 gallons. The tanks are used as a storage supply of fuel oil to be used on the locomotives, fuel oil now being in use in many cases in place of coal, the registering measures enabling the storekeeper to get an accurate check on the number of gallons of oil burned by each engine, thereby showing the actual fuel expense per mile.



In his construction, Mr. DeVilbiss was furnished with a special tool-car and a construction gang. You can imagine that in a trip of this character a man would meet with many peculiar situations. In one instance, Mr. DeVilbiss tells that at Bragg, Texas, he was compelled to go forty miles to Beaumont to get a suitable place to stay over night, as Bragg is located in the big woods of Texas, there being no accommodations whatever in the place the only people living there are the station agent and the section boss and his men. At San Bernardino, between the hotel man and the laundryman, Mr. DeVilbiss lost his shirts. Arriving at Ash Forks, Arizona, in the desert, he found he was unable to purchase any new ones and was compelled to go to Prescott, fifty-seven miles distant, in order to secure shirts.

Such are the vicissitudes of the Erecting Engineer, and thereby we see that they have their troubles as well as the rest of us.

THE FOLLOWING REPRESENTATIVES HAVE VISITED
THE GENERAL OFFICES SINCE THE PUBLICATION
OF THE LAST "BOOMER."

W. T. HATMAKER, New York C. B. EVANS, Chicago
F. F. DAVIS, St. Louis J. H. ARMSTRONG, Michigan
H. W. M. STORER, Ohio E. T. ETTINGER, Ft. Wayne
F. N. KING, Ft. Wayne W. BRADFIELD, Illinois
F. B. WARD, Cincinnati H. C. CARPENTER, Ft. Wayne
C. E. NEFF, South Carolina

* * *

J. N. Dietch, of Detroit, returned his quota card for May on the 22d, saying that he had made his mark for the month.

* * *

C. B. Evans, of Chicago, shot his last month's quota full of holes in about one-half of the month, and did enough more to make up for a lame duck or two, if there were any last month.

* * *

John Sheehan, of Cincinnati, we notice raised the limit last month on two private garage orders. Come on, John, get 'em up high.

* * *

Hoffritz is there again for May with an \$828.00 garage order.

* * *

We heard from J. P. O'Neil before the end of May with a kerosene order for \$419.75, which isn't bad.

* * *

R. E. McIntosh landed a \$264.00 general store order during May.

* * *

A. G. Ratliff, of Texas, put in two general store orders last month, each over \$300.

* * *

M. E. Chrono put in one general store order last month over \$300.

* * *

During the last week in May, A. B. Cornell sent in enough orders to satisfy an ordinary salesman for a month.

* * *

J. C. Barcus, of St. Louis, put in three nice fat garage orders last month along with his other business.

* * *

Mr. C. E. Neff district superintendent in the South-west, landed here today from Columbia, South Carolina, and said that he struck the first hot weather he had experienced this season. Isn't that a slam on Fort Wayne weather?

* * *

Optimism is belief based on human experience that evil conditions cannot endure, that better always succeeds bad. Optimism is a bridge that carries us over what seems to be an impassable abyss, and the abyss seems impassable simply because we do not see the other side.—The Business Builder.

* * *

"He who seeketh our equal seeketh in vain."

The Boomer Nails a Lie

Someone was unkind enough to tell a crowd in front of Carpenter, the other evening, that he was employed by the company to travel among the men in his district and instruct them to play pool and billiards. The BOOMER takes the first opportunity to deny the story, and brand it as a malicious falsehood. We know, because we have played with Carpenter. No doubt such an appointment will be made as soon as we find a thoroughly competent man, but so far, those who have filed applications with the sporting editor, have been far below the mark when it came to passing the final examination.

We have examined Carpenter, Barcus, Stata, Whitcomb, Evans, Bowen, Storer and F. F. Davis, among the salesmen and Superintendents, several district managers and one of the directors; they were all bad, and the director was probably the worst of them all.

By the way, this same director and one of the district managers got fresh with the BOOMER recently, and had us up on the carpet, plainly displaying malice, and if it happens again we shall publish their names and scores.

* * *

We have just learned that Mr. Polhamus slipped off one day last week and fished all day by himself at Sylvan Lake without catching a thing except a slight cold. Mr. Polhamus did not tell us about it; he kept very quiet, but we happened to have one of the BOOMER reporters at the Lake last week and that is the way in which we learned the disagreeable truth. If he had caught a nice string of bass, we presume we would have heard a lot about it.

* * *

Mr. F. A. Knoche has just returned from Germany, wearing a Van Dyke beard. We are disappointed, as we expected him to return with a Kaiser Wilhelm mustache.

* * *

"SPRING NEWS"

Or What Rosconi Sprang on a Well-Known Public Garage Man in Montreal.

After taking a nice order from the gentleman in question, for tanks, pumps, filter, etc., and having failed to convince him that he should also purchase a rubber hose to complete his outfit, they set out together to walk along St. Catherine street. Passing in front of a very fine boot and shoe store window, in which were also displayed some nice hosiery, they remarked that it was new to see such stock displayed in a shoe store. Mr. Garage Man said he supposed that they sold the hosiery cheap as an "ad." "Yes," said Mr. Rosconi, "and they soak you on the shoes." "Just like the Bowser people," said Mr. Garage Man. "No," said Mr. Rosconi, "I could not sell you the 'hose' so had to get you on the tanks."

* * *

Our motto about the Plant is, "You grow or you go."

Beware of the Dark Horse!

Are you interested in your District Manager's Cup Race and in having your name engraved upon the Cup? We had not heard anything from Mr. Hancè, of Toronto, on this subject, but we did receive a copy of a letter from J. W. Merickel, of Winnipeg, which discloses the fact that his Canadian Scouts have an eye on the Cup, so we reproduce the letter as a warning to any self-complacent, over-fed or over-weight contestant. Just remember that there are some hustlers on the job and that they are scattered from Maine to Vancouver and from Montreal to Key West.

WINNIPEG, MAN., March 30, '09.

S. F. BOWSER & Co., Inc., Toronto Can.

Gentlemen:—I herewith enclose you my order No. 185, ————. This is the first 3-16 steel tank I have ever sold. I kind a wanted to see what a 3-16 steel tank

looked like, so thought the easiest way to get to see one would be to sell it.

This letter will confirm my telegram sent you tonight, which reads as follows:

—————. My principal object in wiring these three orders was that I thought it might assist some one of us "Canadians" in securing at least a drink out of that big loving cup, if nothing more. I guess I had enough without it to make good for the first prize in this quarter, but the more I squeeze in this quarter the harder I can work myself to secure the required amount for next quarter.

Yours very truly,

J. W. MERICKEL.

"S A N D"

I observed a locomotive in a railroad yard one day,
It was standing by the round house where locomotives stay,
It was painted for the journey, it was coaled and fully
manned,
And it had a little box on top, the fireman filled with sand.

They say that locomotives cannot always get their grip,
On the slender iron pavement, 'cause the wheels are apt to
slip,
So when they strike a slippery spot their tactics they
command,
And to get a grip upon the rails they sprinkle them with
sand.

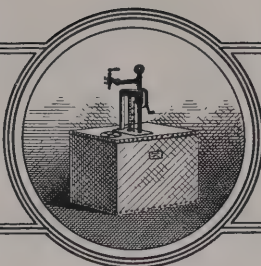
It's about the same with trouble along life's slippery track,
If your load is rather heavy and your always slipping back,
Then if a common locomotive you completely understand,
You will provide yourself on starting with a good supply of
sand.

If your route is steep and hilly and you strike a heavy
grade,
And you find that those before you have rails quite slippery
made,
And you wish to reach the summit of the upper table land,
The only way you'll do it is with a liberal use of sand.

If you strike some frigid weather and you find out at your
cost,
That you're liable to slip on some heavy coat of frost,
Then some prompt decided action must be called into
command,
You'll slide clear to the bottom, if you haven't any sand.

You can reach most any station on lifes scheduled scene,
If there is fire beneath the boiler of ambitions strong
machine,
And you'll reach a place called "Flush Town" at a rate
of speed that's grand,
If for all the slippery weather you have a good supply of
sand.—AUTHOR UNKNOWN.

BOWSER'S



BOOMER

SPECIAL QUOTA EDITION

Vol. IV

JUNE 23, 1909

No. 7

669540



THE CHARGE ON BUNKER HILL

Bowser's Boomer

PUBLISHED MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA.

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

We had a four days' meeting of all the District Managers during the early part of the month, a meeting at which were discussed several subjects of great importance to the salesmen, points which will be settled and announced at the annual convention. Among other things, Mr. Polhamus read a statement showing the amount of business done to June 1st of 38 per cent. over the year 1908, which is quite pleasing, considering that big concerns were still playing the tight-wad act during the early part of the year. Mr. Polhamus had set his mind upon reaching the \$900,000 mark by July 1st, which he believed in the beginning would be the right mark to set in order to reach the big yearly quota by January 1st, 1910. June 8th found us shy just about \$125,000 and the district managers were asked if they would do all in their power to inform the whole organization as quickly as possible and ask their hearty co-operation in a little spurt for three weeks so as to make sure of the amount needed. Some of the managers telegraphed some of their men from here and each used his own pleasure in whatever action he took. Had you the welfare of the organization at heart sufficiently to add a little steam to your work in order to show the desired response? I'LL BET YOU DID. You have good horse sense enough to know that a compact, enthusiastic organization means putting the Bowser reputation so high that sales will be influenced in every community in the country.

I confidently expect our loyal and earnest organization to shower Mr. Polhamus with orders during the last few days until he will ask a blessing upon HIS FRIENDS THE SALESMEN. If ever a salesman had a friend at court the Bowser man has in Mr. Polhamus no miscarriages of justice get past his tribunal so I want to see the reward in generous measure. So once more the Boomer stakes its *"editorial perspicacity" by predicting that we will either get it or—well—no "or" about it—WE WILL GET IT.

* We like that phrase, "editorial perspicacity." We intend to look it up soon and see what it means. We have used it twice—next month Elbert Hubbard or some of the other literary sharks will probably be using it.—Ed.

MIDSUMMER CONTEST.

To all G. A. B. Boys:—

You have all kept in mind the race for June and July, haven't you? You have all made up your mind firmly that you are to be one of the successful men under your Office to secure one of the fine walking sticks. I sincerely hope so.

The walking-sticks are well worth extra effort to secure besides the increased earnings you would make, but besides the material advantages to be gained do not overlook the fact that it is a distinctive honor to be among the winners in a contest of this kind. I am sure you all feel the same way about it.

I sincerely wish that every one of our salesmen who will work for a place among the winners could be successful, but as that is impossible I want to see those who do win be made to work to **Earn the Honor**. Make up your mind right now to be among those who will earn the honor. Will you?

Even if you do not care to carry a fine cane, you will prize it as a trophy, and I can safely assure you the canes are fine enough so your children will prize it as a keep-sake in the years to come.

Of course you all want one. Now for the last half of the race.

Yours very truly,



Ass't. General Manager.

❖ ❖ ❖

THE BOOMER'S PRIZE CONTEST.

To the salesman who writes the most business during dog days we will present one extra year's subscription to Bowser's Boomer. Every dog has his day, so why not Bowser's Boomer?

❖ ❖ ❖

We can have a little prize contest ourselves. Ain't it?

❖ ❖ ❖

When we sign "Ed" after an article it does not mean "Editor." It means "Ed," that's our first name.

❖ ❖ ❖

Just think, Mr. Savercool trained Anderson and the whole Boston crowd and now they are trying to lick their daddy.

Q U O T A

By A. Z. Polhamus, Gen'l. Mg'r.

What does the word mean to you as one of Bowser's salesmen? Is it a word you think we would do well to forget or is it a word that spurs you on to your best? To many of our salesmen, it is a word of value; to others, it may be otherwise.

What does a quota assigned to a Bowser salesman mean—have you ever stopped to think?

First. It means the least amount of business the firm felt the territory, you are working for them, should produce, under the conditions they expected would prevail on your territory during the year, at the time the quota was assigned to you.

Second: It means your ability and faithfulness as a Bowser salesman as the firm sees you.

Third: It means the least amount of business you should secure to make it a paying proposition for you to continue as an oil tank salesman.

Notice, GOOD LIVE SALESMEN are needed in this business. Dead ones and those too lazy to work faithfully, will please vacate their territory in favor of LIVE WIRES.

Fourth: It means the sum total of the amount of business required by the firm, during the year, to make the business of the year a paying one for the firm.

Please remember also—that your faithfulness at work not only means much to yourself and the firm, but to the men in the shop and offices, many of whom have large families who are dependent upon the business you secure to help them to get their bread and butter.

We are anxious you secure your quota and more than your quota, if it is possible. Some of the boys have secured, thus far this year, two

hundred per cent. and more on their quotas to date, which means they have doubled their quota or more. This on what many salesmen have said was awfully tough territory.

Do you think quota has helped these salesmen any? Ask them. Do you think it will help you in like manner? Try it as they have tried it and see.

In some instances among the factory salesmen, the quota was placed high, local conditions considered. Where this is the case, or in any instance, where capable, persistent, hard work will not land quota until conditions are different, we have no criticism because salesmen have not secured the amount of their quota but we wish to thank such salesmen for what they have done and to assure them of our best wishes for the balance of the year.

Any salesmen who are indifferent to quota and too indolent to work as they are expected, will kindly pay particular attention to our notice in this letter, and retire as gracefully as possible.

To the salesmen who have tried, but not quite landed quota thus far, we would say THANKS to you for what you have done. Now try again and get over the fence before December 31, 1909.

To those who have landed quota, putting him (quota) way to the bad, we also say thanks and that we hope to see you so far ahead of quota by December 31, 1909, that he will be down the hill in the woods, lost but not forgotten.

Is quota a bad fellow? Hardly. Are we able to land him? Last week I inquired of Mr. Sales Manager, what was the total business secured up to June 1st. He answered \$700,000. We said, Mr. Sales Manager, we said the total

business. He said \$700,000 includes everything, garage business, general line business, paint oil business, factory business, railroad business and Anderson's bunch. We said \$700,000 all that has been secured and this includes the Boston boys? What have the balance been doing anyhow?

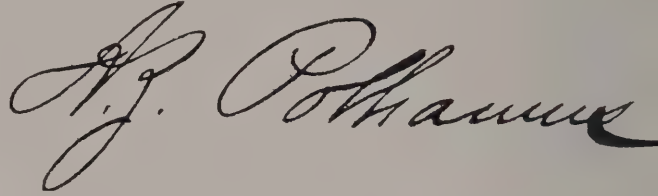
We then asked, how much business has Mr. Doe of the Canadian Northwest, his two brothers from the American Northwest, the three brothers from the South and the one from the East, all of whom are working general line, secured? Mr. Sales Manager said, on an average of \$7,205.00 of business per salesman, up to June 1st. We said, one of these gentlemen, we understand, had a sick wife, another lost the first two months of the year, still another has been sick half of the time since January 1st and unable to work, and another is working the toughest piece of territory lying out of doors. Mr. Sales Manager said, this is correct.

We then asked him how many men have we on the road. Mr. Sales Manager said 160. We said 100 men at \$7,205.00 apiece for five months would secure \$720,000.00 of business—now tell us what is the matter with the other 60, where do they come in at?

Is quota hard to land? Seven general line salesmen, sick, crippled and on the hardest kind of territory, working the smallest trade, but working hard when they could work, averaged \$1,440.00 per month apiece, or \$17,280.00

apiece per year. Our quota is \$2,100,000.00 for the year, 160 times \$17,280.00 is \$2,764,800. Is quota hard to land? How do you answer—yes or no?

Yours for quota,

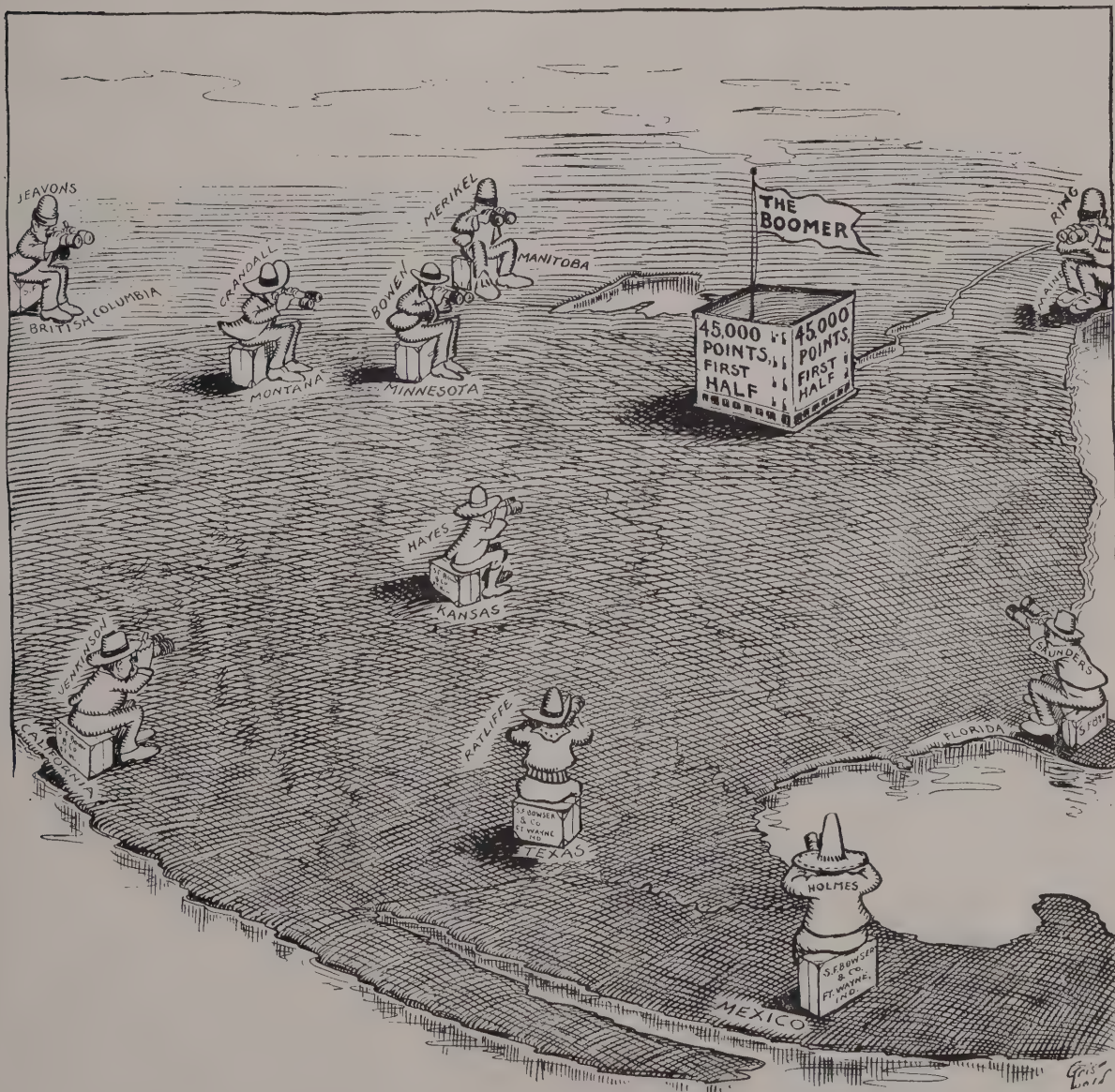
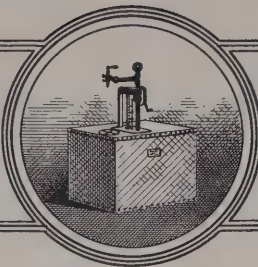


General Manager.

P. S.—Perhaps some salesman says, they cannot do it on my territory. Can't they? Let us make such a salesman this proposition. We will put a special salesman in any three counties in your territory, you may name, said salesman to work there for four weeks. If he does not sell enough goods in these counties, while working there, so his business is at the rate of \$1,500.00 per month, we will credit you with the full commission on all orders he does secure, and charge you nothing for his salary and expenses. If he does secure business equal to the rate of \$1,500.00 per month for the time worked, we are to have all the commission on the orders he has secured in your territory and you are to pay all his expenses while on the territory and also his expenses to and from the territory.—A. Z. P.

**“Choose ye this day whom ye will serve
The house or the bunch”**

—The Philistine



THE FINAL RESULT FOR THE FIRST HALF

Bowers to Spend Many Thousands of Dollars

A Revolution at the Oil Tank Works—Not Among Their Men but In Floor Space—Power Plant and Fire Protection—Shop News.

S. F. Bowser & Company are making two very large additions to their plant. At the northeast corner of their plant they are extending their machine and shipping room east to Holton avenue. This addition will be two stories high. At the southwest corner they are extending their boiler shop 150 feet west. These two additions will equal a building 80 feet wide by 510 feet long, which Mr. Bowser says is more than twice the floor space they ever added to their factory in one year. Some idea of the magnitude of the plant may be gotten when it is known that this improvement will give them something over four acres of floor space.

In view of the fact that this will require more than their present capacity can furnish, they are putting in three gas engines of 120 horse power each, of the latest and most improved type. They are also putting in one of the latest, up-to-date gas producing plants with which to manufacture their own gas to supply their engines and for other use about their factory, all of which when completed, will give the concern one of the best and most economical power producing plants that money can buy.

Another very great addition that the Bowser Company is contemplating is the installation of a Sprinkler System throughout the entire plant.

When these three improvements are fully completed, Mr. Bowser says that it will put them in position for room, power and safety such as they have never enjoyed since they have been in business.

These factory improvements, with about 130,000 feet of cement walks, together with a great amount of landscaping of their park and the different homes adjacent to their office, make it one of the best improved and most interesting parts of our city, and those who are interested in Civic Improvement would do well to visit the Bowser Plant and get a cue of how to begin, and we think what the Bowser Company has done in beautifying the grounds about its plant and homes can be done by all our citizens with credit to themselves and the city as well.

(Reprinted from Fort Wayne Journal Gazette issue of June 12.)

Going After the Cup

During the last few weeks the Fort Wayne sales department made contracts with twenty-two new salesmen. Fort Wayne must have designs on the cup for keeps. Following is a list of the Bowser buds:

D. C. Neeley,	H. G. Mulholland,
H. M. Stevick,	J. S. Koff,
H. O. Farnsworth,	L. P. Murray,
P. S. Doyle,	J. B. Lowe,

F. T. Stephenson,	E. A. Englebert,
E. R. Thompson,	E. L. Milliron,
L. Henderson, Jr.,	A. M. Stewart,
L. T. Piper,	Willis Cornell,
T. H. Wilson,	G. L. Womble,
W. J. O'Brien,	Henry Ditech,
D. A. Peacock,	M. A. Pearce.

Here's to the new crop: May you develop into full-blown Bowers and be our constant readers.

A Real Booster

We copy herewith a letter written by J. W. Merickel to a young Bowser salesman whom he started in the business. The advice given him is good. It is advice that would be good for any of us if we made the best of it, and it shows a spirit on the part of Mr. Merickel that helps materially in the greater success of the Bowser army:

My Dear George:—

Your three letters of above dates received and contents very carefully noted. Must say that I am much pleased to learn that you have got started in securing orders. I note you have secured three orders in the first three days of the week. Well done, good and faithful servant. Let the good work go on. Continue to distribute the Bowers. There are thousands of people who need them far worse than we need them in the factory. Every man you sell one to will be a much happier being. Just think the good you are doing him in your neighborhood by inducing him to use the Bowser system of handling his oil on a profitable basis along with the rest of his business. Every man you leave without one or more of our equipments you are doing a gross injustice. Don't be mean—do a good act every day if possible.

Just note the gross injustice we have permitted in the case of Mr. and Mrs. Brooksbank of Moose Jaw, Sask., on June 1st, when their gasoline tank exploded and burned them so that they had to be taken to the hospital. The fault is ours in not having shown them the difference between a non-explosive gasoline tank and the ordinary tank that explodes and cases fires daily.

Every outfit you sell may be the means of saving a life. What good is a man's money to him after his head is blown off? Do not lose a minute for fear you may permit some one to murder himself for lack of knowledge of the famous Bowser System for handling gasoline.

By the way, George, are you making daily reports of every customer you call on? If not, be sure you do, as it is absolutely necessary both for your own benefit as well as for the company's benefit. Make a complete report of every man you call on and mail it daily to the company. By so doing the company is in a position to assist you in your work. They keep men in the office for no other purpose than to go over these daily reports and from time to time you will receive corrections and information from the office that will assist you far more than you realize at the present. They must have this information in order to assist you in your work. Write the company often and keep them posted of your whereabouts and where mail will reach you.

With best wishes for your future success, I remain your sincere friend.

J. W. MERICKEL.

Philadelphia, Pa., July 3, 1909.

Mr. Denton at last has something running around his house and it is not an iron fence, either. It runs a good deal farther than around the house, for the writer had the pleasure of running around with him in his new Stanley Steamer, and while you that know him would hardly believe it, he is like a boy with his new toy. The machine has been christened "Bowser," and is going to pay for itself the first year in the increased business it will get, and all you will have to do is to "watch his smoke."

Mr. Denton has a few cantankerous propositions that have been bothering him some of late, and I took the first occasion to run down and lend a helping hand in cleaning them up, which we did very successfully, but could never have done so in such a short time had it not been for Bowser, as he got us over the ground in splendid shape. He gets over his territory so easily and quickly now that he has made application for a larger field, and feels that he could easily cover Philadelphia and New York in addition to his present territory. When the convention is pulled off in January Denton expects to be the first man on the ground, although he will not be able to start until a few hours before the convention. He has no doubt but that he will win one of the high-priced canes, but as he cannot use it now, asked me to intercede for him and get it changed to a set of tires.

Before this goes to press we expect to find that he has sold himself a ten-barrel Cut No. 41, with all accessories, and a Wheel Tank.

H. C. WORRALL.

Bully for Denton, we are glad to know that he has a car. Several of the Bowser salesmen have cars, the plutocrats. Send in some pictures of your cars, you wealthy guys, and maybe we will run a page showing cars owned by Bowser salesmen.

Minneapolis, Minn., July 3, 1909.

To the Boomer:

I regret, Friend Little, to state that owing to the great popularity of the writer I find my supply of photos is exhausted, and I have been somewhat busy since getting your previous request and did not have an opportunity of having more taken. Of course I have many lithographs, but they all have printed matter on and state where my next appearance will be. However, I am enclosing you the only likeness unframed. I trust you may be able to use it. If not, I can't see why you can't get out a special extra number for myself, and then, by gravy, I will send you an oil painting by Sargent! Say; make it look a little better, will you?

A. T. STATA.

So Stata has lithographs, eh? I wonder what medicine show he traveled with?

FATHER GANDER RHYMES.

B—Is for Bowser, the pump that's correct,

O—Is for oil that that pump will protect.

W—Is for waste in the old-fashioned way.

S—Is for saving, that makes all things pay.

E—Is for error in that sloppy old style,

R—Is for right that's got wrong beat a mile.

—O'NEIL.

O'Neil writes us that he feels much better after getting one of these things out of his system. All right, O'Neil, we are extending your Boomer subscription to March, 1910, as a reward.

Ratliff Hands Us One

We had a dandy letter from our friend Ratliff of Texas, last month, in which he says that the Boomer bears the same relation to the salesman that an electric plant does to an electric car—it recharges his storage batteries.

We don't believe it does that, but we do think Ratliff is a nice, polite gentleman to say so, and we gladly forgive him for his recklessness in tampering with the whole truth and nothing but the truth. He also says that he always gets something out of the Boomer which he can use as a selling argument. In this connection we shall try to print from time to time articles which can be used as arguments when talking to customers and in all such articles we shall take particular care to have them reliable. Ratliff says that he talks tanks to everybody he meets because a booster is always worth more than a knocker or a know-nothing. That's good dope, as sure as you live. We have an argument from Ratliff which we hope to publish in an early number.

S. D. Stoddard, of Portland, Oregon, writes us that he has joined the benedicts. Good boy; congratulations! The Boomer salutes the bride! Now, there is nothing to it, Stoddard will win the Company's first prize. You will remember that's the combination which Rodman worked last year. We think Stoddard ought to send us his picture, as we never met him and we imagined he was an old, crusty fellow about sixty-five years old, and here he writes that he is getting married.

Do you notice when we use a picture in the Boomer how these old boys who are flirting with the forties always dig up some old photos that were taken about six or eight years ago? We don't mention any names, but we are dead next to all those curves.

Zahrt and the Monster Gar Fish

W. G. Zahrt has been on his vacation lately and as we go to press one of our staff correspondents wires us a two-page interview with him. The story relates to the capture of a giant gar fish and, boiled down, runs about as follows: A gar fish measuring between four and five feet, Zahrt measurement, was hooked, the gaff hook was bent badly in an effort to gaff the fish near the head. It finally became necessary to gaff the fish through its wishbone and in that manner it was brought into the boat. In the boat the fish became so unmanageable that its head was nailed to the seat of the boat and the guide was compelled to stand on its tail until the boat was rowed in.

We are informed that last year Mr. Zahrt lost six dollars' worth of tackle on a gar fish and we are in hopes that he has landed the one that got the temporary advantage last year. One of the employes in the Boomer office suggested that we have Mr. Z. furnish a photograph of the fish before publication. What an idea! Does he think we intend to ruin all the fish stories?

Next!

Bowser's Boomer

PUBLISHED MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA.

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

GOOD MORNING!
HAVE YOU MADE YOUR QUOTA?

* * *

Now all together—Did We Get It? Sure! ARE
WE DOWN HEARTED? N-O-O-O-O-O!!!

* * *

Address all communications to the tenth floor,
Boomer building.

* * *

In calling at the Boomer office please take the
elevators on the right and transfer at the fifth
floor. All out-of-town salesmen will be allowed to
view the city from the tower.

* * *

What was that we said about making the 45,000
points by July 1st. We said there was no "maybe"
about it, didn't we? We would get it. Well, we
did. There isn't much for us to say on the subject
because Mr. Polhamus covered the subject in gen-
eral letter No. 213, dated July 1st. He gave you
the returns up to July 1st and the cartoon on the
first page gives you the returns after the orders
all came in. That was a nice little finish for the
first half and it made everybody feel good to think
we reached exactly the mark set by the officers of
the company. We now enter soberly into the pre-
liminary work for the second half of the year and
the finish which will be put up in December will
no doubt be one grand scramble. Let's all get
a nice substantial start right in the early stages
of the game. It's going to take some tall hustling
to reach the mark for January 1st, but we are long
on faith and we believe the organization will put it
over. The officers and managers of the company
wish to express through the Boomer their heartiest
thanks for your support and the intelligent en-
thusiasm displayed by the organization. Shake.

* * *

We can't seem to please Colwell. We called
special attention last month to the position of his
office in the cup race and he came into the office
and cancelled his subscription to the Boomer and
asked for a rebate on the unexpired term.

* * *

Ralph Corey has been appointed official Boomer
reporter for the Fort Wayne sales department. He
came up to the tenth floor the first day and wanted
to know where he would go for the salary. Shame
on him! We told him where to go, all right.

Some people cannot understand that literary (?)
work has its own reward purely in the uplift of
mankind.

* * *

Did you notice that little article on "Reputa-
tion?" That boy ought to add up his words.

We are going to ask each of the district man-
agers to lend a hand in securing useful items and
information for publication in the Boomer. We
suggest that in each office the manager designate
some person who shall keep a special Boomer file
into which he will place during the month all items
which he thinks will be of interest to the readers,
at the end of each month the file to be brought to
the attention of the manager, who will mail on the
1st of each month all items with his comments.

The exceptions to this plan will be that the San
Francisco office should mail items on the 26th of
each month instead of the 1st, and that items which
are of particular importance, that is, other than
personal references, should be sent in earlier so as
to give us time to place them, and when the
manager is absent on the mailing day some person
should be given authority to pass upon the items
and send them in promptly.

In addition, we shall be pleased to have the dis-
trict superintendents under the Fort Wayne sales
department refer items, and we, at all times, ap-
preciate the efforts of the salesmen who do us the
courtesy to write us upon any subject.

Let everybody take an interest not only in read-
ing the Boomer, but in making it.

* * *

Some of our friends have asked us what we
charge for a write-up, such as we gave Grosvenor
last month. Twenty-five dollars a column. So far
we haven't been able to collect from Grosvenor, so
we intend soon to write up the Collection Manager
and then have him do our collecting.

* * *

Mr. Grosvenor and Mr. Hoffritz have both re-
newed their subscriptions to the Boomer.

* * *

Ben Brink has made a motion that we close down
the shop and office during July and August. We
offered an amendment that the salaries be not
estopped during that period and Roy Mock moves
that we vote on the amendment before the resolu-
tion. All in favor, signify by saying "Aye!"
Cheese it, here comes the boss!

* * *

Not a fish story from any of our salesmen! What
do you know about that? Are you afraid you will
interfere with Mr. Dunkelberg's divine prerogative?

* * *

"Editorial perspicacity" is great stuff. It makes
a hit with McConnell. Watch for it in his daily let-
ters. We suspect him of plagiarism and if we find
he has that we will operate on him at once.

* * *

Did you ever meet a salesman who talks like a
bunch of firecrackers? We are mentioning no
names.

* * *

W. H. Whitcomb of Chicago takes exception to
our ability to pass upon the pool and billiard play-
ers. He challenges the home office for a match.
All right, Whit, during the Annual Convention the
home office will take on all comers at everything
from tiddledewinks to prize fights. Matlack is to be
appointed manager of all sporting events.

* * *

Well! Well! Well! Our old friend E. A.
Englebert has again sworn allegiance to the Bowser
army! Bring in the fatted calf!

Rodman is the latest applicant for the position of traveling pool and billiard instructor. He has no chance at all. He made the tactical error of beating the Sporting Editor the first game. He shows evidence of a misdirected youth.

* * *

A. W. Dorsch called at the Boomer office and subscribed for one year's issue, paying cash for all back numbers.

* * *

VISITORS HOME OFFICE

F. M. King, H. C. Carpenter, C. E. Neff, J. G. Rodman, O. B. Fitch, J. C. Barcus, H. W. M. Storer, E. P. Hayes, Thomas Cragg, C. C. Barnet, J. D. Gumpfer, F. B. Homsher, A. W. Dorsch, E. A. Englebert, E. M. Savercool, W. T. Hatmaker, R. S. Colwell, W. R. Hance, F. B. Ward, H. E. Anderson, T. H. Wilson, F. G. Fitch, J. H. Armstrong, C. E. Franks, C. E. Saunders.

* * *

DEVEREUX TO THE FRONT AND CENTER

From New York our friend R. G. Shulz writes us that the office referred to F. W. Devereux recently a letter from a hardware concern asking for a quotation on a three-barrel tank of some low-priced pattern. Mr. Devereux sold the firm a five-barrel, Cut 41 and three Cut 115 paint old outfits, raising the order to 22 points. We see now how it is that Devereux is up at the top. In looking over the names of possible prize winners in the general line his name jumped right out of the list at us. By the way, there is going to be one grand scramble for those individual prizes. We see several clean-limbed saelsmen who have made a mighty good start and who are going after the prizes in the right way. We hope to be able to mention the yearly prizes soon.

* * *

We hear rumors of a beauty contest between the big selling organizations of the country. Shall we enter the group of district superintendents? All in favor signify by saying "Aye." What's that! Seven votes? One of those superintendents is a repeater.

* * *

Saunders dumped five twelve-gauge Cut 41's into Mr. Hatmaker's lap on the evening of June 30th. He's a regular summer Santa Claus on orders.

* * *

Isn't that a great bunch of pirates in the group picture? We had a hard time getting some of the photos for making this picture—the police are so active now-a-days that we don't blame some of the men.

* * *

Well, here is our old college chum, Hess, alias K. F. Hessenmueller, with one sixty-five point order for June and a 150-point month. Pretty good for an old gentleman! There is no use talking, Chicago has developed some wonderful salesmen. Ahem! If you doubt it, ask Evans; he will admit it.

* * *

When Dean Johnson, who is now sales manager at Frisco, was in Fort Wayne it was generally suspected that his first name was Ole, and he was known around the Hotel de Cour as "The Swede." Johnson had only one stock joke and he worked

it on the new salesmen in this way: He used to issue all supplies to the new salesman when he started out, and when the writer started on the road Johnson handed him one order book and said: "Now, this will last you all your life." No doubt he is working this same old gag on the new men on the Pacific coast.

By yiminy! Ole ban great yoker!

* * *

The item of first cost is a bagatelle compared with the genuine pleasure and satisfaction obtained through the use of a first-class article.

* * *

During the last two months we have been conducting a voting contest for choice of a Bowser man as Sporting Editor. Each yearly subscription to the Boomer entitles the subscriber to 100 votes. At present Matlack has a big lead owing to the energetic work done in his behalf by Stata, McConnell and Dean Johnson. The standing:

Jack Matlack	-----	10,000 votes
Lee Johnson	-----	5,000 votes
Pat Cashman	-----	3,000 votes
Bill Simpson	-----	100 votes

It is generally supposed that Mr. Dunkelberg voted for Simpson. We very much favor Matlack because he has had the experience and has the personality which is ideal for the position.

* * *

C. E. Saunders, that veteran of many years, plainly casts his mirage above the horizon, having secured 135 per cent of his quota for June and July both, previous to June 30th. If he keeps that up during July we will probably see an Aurora Borealis when he comes into view August 1st.

The pick of the canes for Charlie—what?

* * *

There was a fine pool tournament pulled off in St. Louis last month. Rodman, Armstrong and Barcus were there.

As we go to press our Atlantic coast special correspondent telephones us that C. R. Eggleston lands a 39-point order and C. B. Evans a 55-point one. Pretty good for dog days.

Our quota for June was 1,045 points. Our net sales for the month, counting orders received in the office this morning, but taken yesterday and the day before, amount to 1,035 points, which is 6½ points less than our quota. At the close of business last Saturday night we were almost 250 points behind, but Monday morning's mail brought in a nice lot of business from the men and the results have been good for the last three working days of the month.

Our July quota is 580 points, and it is a shame to think what we are going to do to it. The quotas since February have been running 950 and 1,000 points a month and have kept us hanging on the strap all the time. This month we will have a chance to not only take a nice, cool seat in the front part of the car, but also cut down the big lead the Boston Office has in the Cup Race.

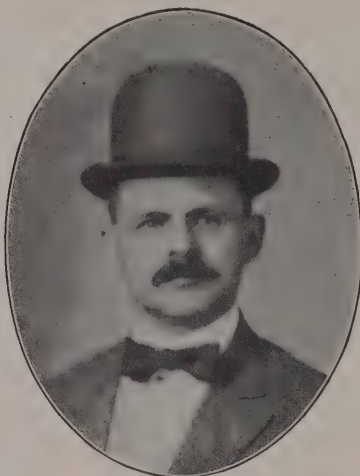
How about the 45,000 points—did we get it?

Yours very truly,

W. T. HATMAKER,
District Manager.



C. C. BARNET



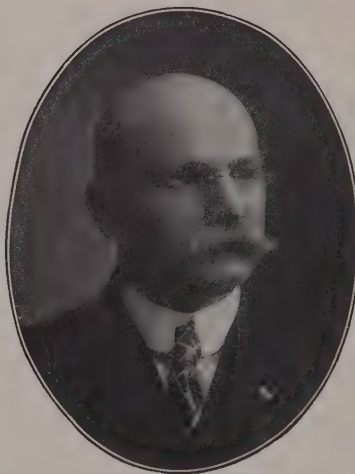
A. T. STATA



F. M. KING



J. G. RODMAN



C. E. NEFF



H. C. CARPENTER, JR.

DISTRICT SUPERINTENDENTS WITH FORT WAYNE SALES DEPARTMENT

On this page we show a group picture of the six district superintendents appointed recently in connection with the Fort Wayne sales department.

These men have entered upon their new duties and are gradually bringing all the salesmen and their affairs into closer relation to the home office and are giving the salesmen's territories closer at-

tention than has been given heretofore. Each of these district superintendents is held accountable to the firm for the development of his territory, so it behooves each salesman to get in line and take an interest in any plans which are proposed. That is what our salesmen are doing and we feel sure that the benefit is being felt already.

The Cane Contest

The conditions of the cane contest are as follows: The salesman's business for June and July is figured against the quota for the two months, each district is figured separately. In the Fort Wayne district a cane will be presented to each of the first forty (a lemon to No. 41). New York district, the first ten; Toronto, first seven; Philadelphia, first three; Fort Wayne factory department, first four; Chicago, first six; San Francisco, first seven, and Boston, seven.

The following list shows the position of each man who was in line for a cane at the close of business June 30th. In these figures we have counted only the orders which reached our home office June 30th. At the end of July we will hold the contest open a few days and count all orders written in July.

Cane Contest—Fort Wayne.

Smith, J. T.
Carson, E. K.
Murray, L. P.
Fitch, O. B.
Sitton, J. M.
Dietch, J. N.
Benham, M. C.
Inslee, W. D.
McIntosh, R. E.
Medsker, J. H.
Hayes, E. P.
Dorsch, A. W.
Cornell, A. B.
Olson, J. C.
Du Bois, J. D.
Milliron, E. L.
Bolton, D. L.
Smith, F. A.
Abel, J. C.
Sheehan, J. S.
Bachers, H. P.
Storer, H. W. M.
Ratliff, A. G.
McCall, W. I.
Bradfield, W.
Duncan, R. L.
Heintze, Max.
Womble, G. L.
Homsher, F. B.
Purdy, J. B.
Clark, E. W.
Ford, D. J.
O'Neil, J. P.
Chrone, R. E.
Gumpper, J. D.
Potts, T. C.
Thompson, E. R.
Pinkerton, J. M.
Hafner, G. W.
Homsher, J. E.

New York.

Saunders, C. E.
Eggleston, C. R.
Devereux, F. W.
Roberts, J. G.
Meegan, F. W.
Cook, F. H.
Hoffritz, C. W.
Scott, G. W.
Dobson, H. E.
Weiss, J. G.

Toronto.

Merickel, J. W.
Moffatt, A. E.
Potter, F. C.
Anderson, A.
Murphy, E. J.
Merritt, H. E.
Jeavons, H. J.

Philadelphia.

Quarles, G. R.
McCracken, J. O.
Denton, E. M.

Fort Wayne Factory Sales.

Connelly, J. J.
Bigelow, G. W.
Taylor, S. F.
Johnson, R. S.

Chicago.

Hessenmueller, K. F.
Heinen, J. B.
Hemphill, E. F.
Caskey, E. M.
Bishop, F. W.
Lavery, A.

San Francisco.

Olds, F. H.
Laughrey, F.
Jenkinson, W. E.
Bird, E. R.
Crandall, W. V.
McCurdy, G. A.
Smith, W. C.

Boston.

Ring, N. A.
Seymour, D. J.
Pomeroy, C. M.
Reeves, J. E.
Smith, Lewis.
McGibney, V.

After the Big Sticks

In connection with the cane contest a special selection of fine canes, valued at \$17.50 each, is to be made for the four salesmen making the highest percentage of quotas. The leaders in this respect at close of business June 30th were:

1. Merickel, J. W.
2. Ring, N. A.
3. Seymour, D. J.
4. Saunders, C. E.

On the morning of July 2nd Mr. McConnell was fitting through the suite of Boomer offices on the tenth floor, when our night editor, who was still on duty, grabbed a fat looking bunch of orders out of his hand.

McConnell was prevailed upon to rest for two minutes, the first time since he took charge of the Fort Wayne sales department, until we made a note of some of the best looking orders, and here is what we found:

Barcus,	1-----	12	points
Fort,	1-----	10	points
Carson,	1-----	10	points
Benham,	1-----	20½	points
Ratcliff	1-----	16½	points
Dietch,	1-----	18	points
Bowen,	1-----	14½	points

There were a number more, but these were the ones that made a hit with Bowser's Boomer. All in one mail, that's the point.

The Cup Race

We publish in the following list the names of the men who were in line June 30th, to have their names engraved on the loving cup which is to be presented to Anderson—beg pardon—we mean to the manager who wins it—at the end of the year.

Fort Wayne.

Bachers, H. P.
Dietch, J. N.
Potts, T. C.
Ford, D. J.
Cornell, A. B.
Hayes, E. P.
Barcus, J. C.
Dorsch, A. W.
Ratliff, A. G.
Smith, J. T.
Benham, M. C.
O'Neil, J. P.
Chrono, R. E.
Sheehan, J. S.
Smith, F. A.
Medsker, J. H.
Duncan, R. L.
Homsher, J. E.
Sitton, J. M.
Clark, E. W.
Pinkerton, J. M.
Cashman, P. F.
Bowen, G. E.
McCall, W. I.
Abel, J. C.

New York.

Devereux, F. W.
Eggleston, C. R.
Hoffritz, C. W.
Dobson, H. E.
Cook, F. H.

Philadelphia.

Denton, E. M.
McCracken, J. O.

Toronto.

Merickel, J. W.
McIntosh, A.
Moffatt, A. E.
Anderson, Abbey.
Murphy, E. J.

Chicago.

Heinen, J. B.
Hessenmueller, K. F.

San Francisco.

Smith, W. C.
Olds, F. H.
Bird, E. R.
Jenkinson, W. E.
Crandall, W. V.

Boston.

Seymour, D. J.
Smith, L.
McGibney, V.
Ring, N. A.
Connolley, J. F.

REPUTATION.

For a single concern to secure and maintain such a preponderance of popularity in the last twenty-five years of business is an achievement which conveys the prestige of superiority and stability in the most impressive manner, and proves that in the selling of tanks nothing succeeds like quality, that being the true secret of the Bowser reputation.

"WALT WHITCOMB" of Chicago.

RELATIVE STANDING OF OFFICES

The following shows the standing of the offices in the cup race—Boston is our regular little leader. During the last three months several offices have gone up to second place to grapple with Boston for the flag but in each case they failed to get their hooks into first place. See who is here this month. Toronto, we told you recently to look out for those Canadian fellows now lets see what they will do to Eoston.



Some time ago we picked up a Scranton, Pa., newspaper and read a notice of an auto hill climb contest in which a silver cup was donated by C. W. Hoffritz of the Bowser Company.

There is some class to that boy.

The accompanying letter was received at our Canadian office after Mr. Cooley, one of our erection and installation men, had called and adjusted a pump which was out of order. The Bowser Company wants and appreciates courtesy and honest effort on the part of its employees and it is a pleasure to hear from outsiders that the spirit is in evidence. The company, and also every salesman, appreciates the good that can be done by the man in charge of the installation and it is with great satisfaction that we pen this acknowledgment to Mr. Cooley and all other men who carry forward the Bowser spirit.

Messrs. S. F. Powser & Co.,
Toronto.

Gentlemen:—

We have much pleasure in reporting complete satisfaction in the operation of our gasoline equipment since the visit of your Mr. Cooley last week.

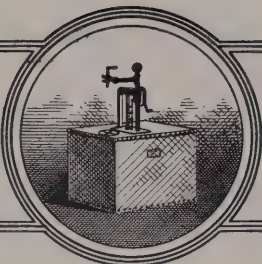
We wish to thank you for the courteous treatment extended to us by Mr. Cooley, and for the thorough satisfactory manner in which his work was done. We congratulate you upon having this gentleman on your staff.

We have today forwarded to your head office our check to cover your account.

Yours truly,
THE BEST STEEL AND HARDWARE CO.,
Per W. D. Campbell.

Did you ever notice what a thorough man our general manager is? Why even in the use of his initials he goes right from A to Z.

BOWSER'S



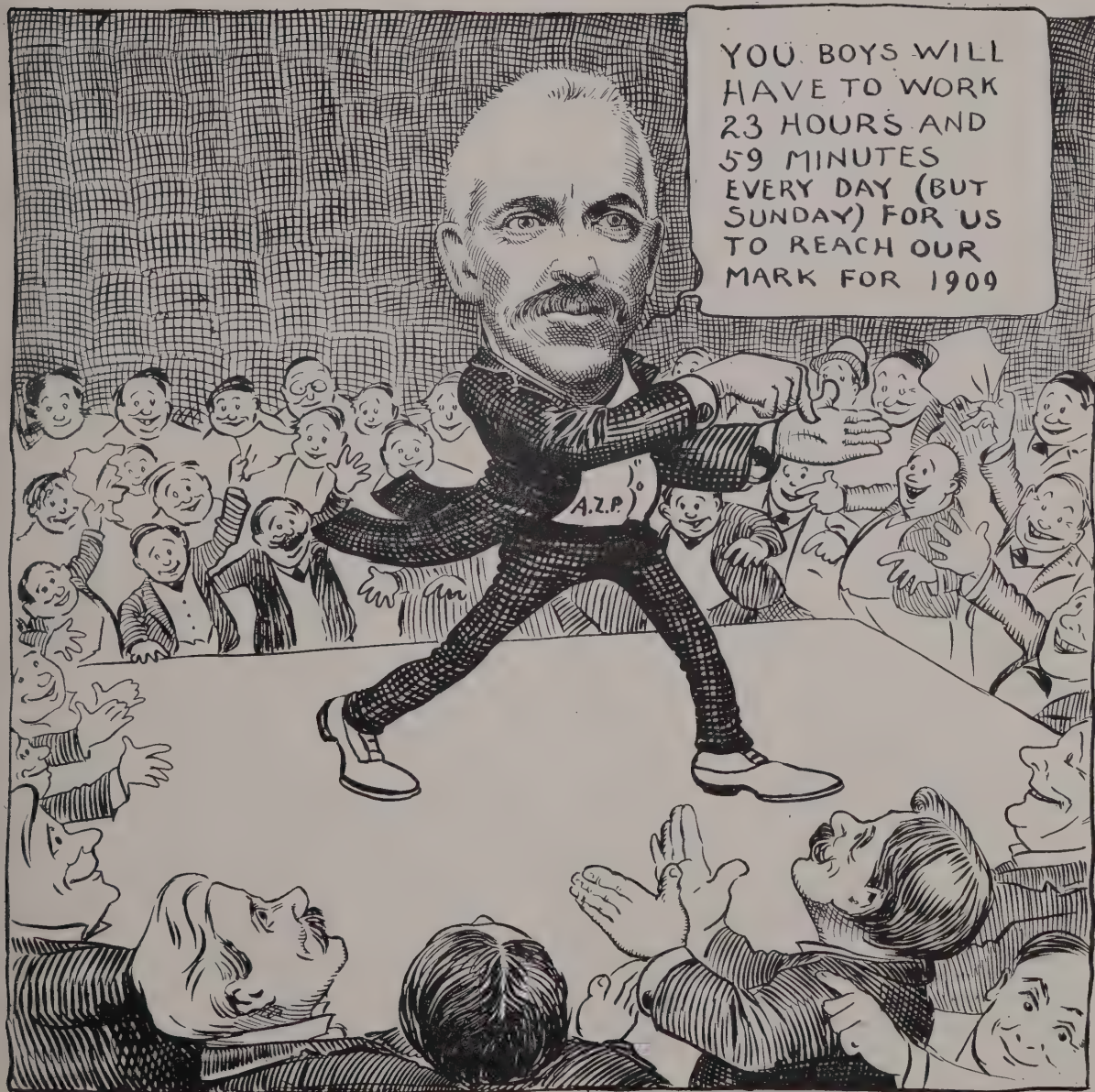
BOOMER

SPECIAL (GET BUSY EDITION)

Vol. IV

JULY 29, 1909

No. 9



The "Get Busy" Signal from the G. M.

WINNIPEG, July 20, 1909.

To the District Managers,
District Superintendents,
Sales Managers and Salesmen.

GENTLEMEN:—To secure that 60,000 points of business the last six months of the year, we must the balance of the time be very much alive, and on the job every day. We have undertaken the present half of the year, one of the most strenuous tasks our sales organization has ever tried. Can we succeed? Yes, without question, provided we so desire as an organization and will as a unit work to succeed. Not only so, but we can have a nice margin to spare. It means work though, hard, conscientious, intelligent work for twenty-two (22) weeks, beginning August 1st for every member of the organization. With such work, the firm has never seen such an inflow of orders as will come from all quarters. That each of you may better realize just what that 60,000 points means to you, let me say it means that every salesman in the organization, Good, Fair or Indifferent, must secure from August 1st to January 1st, 325 points of business—or the average must be that amount. To many of our salesmen this is a small amount of business to secure in five months. To make the business profitable for you, no salesman should be satisfied with less. This amount, however, is greater than many of our general line salesmen's business have averaged for five months. In most cases this is due to poor salesmanship or lack of energy, mostly the latter. Not only however, is the salesman to be considered, but sickness of salesmen, their families and local conditions in some sections must be considered, which with other conditions always are with us.

For the railroad and factory salesman, 325 points of business in five months with fair conditions, is no business at all, comparatively, and should easily be three times this amount. We trust to see all these salesmen land from 750 to 1,000 points of business during the five months. This means HUSTLE we know under the present conditions, but hustle, boys, we must, we cannot fail and must depend largely on you for success in this matter. The garage and the paint oil salesmen should also do two to three times 325 points of business during the five months. Hustle, yes, it means hustle for you boys, but you owe it to the other boys as well as yourself and family to hustle, for conditions were never more favorable for you, and we shall count largely on you, expecting every man of you continually on the firing line doing his very best. At no time, have crop conditions the country over at this time of the year, been better than now. This, with the prices that prevail for all products of the farm, means much to the general line salesman, both in agricultural and manufacturing sections. The days are already shortening fast, by August 1st conditions are ripe for the general line salesman and except where such salesmen have not taken their vacation, we shall expect them to be at it with all their might for the twenty-two weeks.

325 points of business for the live general line salesman is often only a month or six weeks' work, and we expect to see some of you have this amount of business nailed to the mast in six weeks. Who among you will put it there first? I shall be interested much in watching to see. Hustle, boys of the general line; we are counting on you. Nail the 325 points to the mast head at the earliest date possible, then nail another and another there to help out on some boy who falls down and at the same time increase your bank account, so much that your banker will take notice. **YOU CAN DO IT IF YOU WILL.** In order to stimulate interest further in the business for the last five months of the year, we have arranged to classify our selling organizations and our salesmen into classes, which shall be known as the A, B, C, D, E and Zero classes. In the A Class we will class all general line salesmen who do 487½ points of business during the last five months of the year except where one-quarter or more of the business is gasoline or garage business. Where one-quarter or more of the general line salesman's business is gasoline or garage business, then to be classed in the A Class he must do at least 568½ points of business in the five months. In the A Class we will also class those paint oil salesmen, combination line salesmen and garage salesmen, who during the five months do 650 points of business in their line. The factory or railroad salesmen who do 812½ points of business during the five months we will also put in the A Class, or where 75% of their business is for the regular standard equipment and not over 25% for the large heavy tankage, we will class them in the A Class if their business for the five months is 675 points. In the A Class, we will class those sales organizations whose salesmen on the whole average C. In the B Class we will class those general line salesmen who do 406½ points of business during the five months, except where one-quarter or more of the business is gasoline or garage business. Where one-quarter or more of the general line salesman's business is gasoline or garage business then to be classed in the B Class, they must do 487½ points of business during the five months. In the B Class, will be classed those paint oil, combination line and garage salesmen, who do at least 568½ points of business during the five months, but who are not entitled to enter the A Class. In the B Class, we will also class those factory and railroad salesmen who do 650 points or more business or if 75% of their business is for regular line goods, exclusive of large tankage, who do 525 points of business and who are not entitled to enter the A Class. In the B Class we will also place the sales organizations where salesmen average D but not C. In the C Class, we will class the general line salesmen, who do at least 325 points of business except where one-quarter or more of the business is gasoline or garage business, and who are not entitled to enter a higher class.

Where one-quarter or more of the business of general line salesmen in gasoline or garage business, we will class those salesmen in the C Class whose business during the five months is at least $406\frac{1}{4}$ points and who are not entitled to enter a higher class. In the C Class, we will class those paint oil, combination line and garage salesmen whose business during the five months is at least $487\frac{1}{2}$ points and who are not entitled to be classed in a higher class. Those factory and railroad salesmen who during the five months do at least $568\frac{3}{4}$ points of business or where 75% of the business is for regular line goods, exclusive of large tankage, do 525 points of business, and who are not entitled to enter a higher class, we will class in the C Class.

Those sales organizations which are not entitled to enter the A or B Classes, and whose salesmen average E or better, will be classed in the C Class. Any sales organization, whose salesmen do not at least average E, will be classed in the Zero Class, and it will be time to strengthen that organization unless there are very good reasons for the organization's failure to get into a better class. General line salesmen who do 284 points of business during the five months of which less than one-quarter is gasoline or garage business and who are not entitled to be classed higher, will be classed in the D Class, as will those general line salesmen who do 325 points of business during the five months, one-quarter or more of which is gasoline or garage business and who are not entitled to be classed in a higher class. Paint oil, combination line and garage salesmen, who are not entitled to be classed in a higher class and who do during the five months at least $406\frac{1}{4}$ points of business will be classed in the D Class. Factory and railroad salesmen who are not entitled to a higher class who do at least $487\frac{1}{2}$ points of business during the five months, or where 75% of their business is for standard outfits exclusive of large tankage, whose business is at least 400 points will also be classed in the D Class. General line salesmen not entitled to be classed in a higher class, who do during the five months $243\frac{3}{4}$ points of business of which less than one-quarter is gasoline or garage business will be classed in the E Class. Where one-quarter or more of their business is gasoline or garage business, general line salesmen who do $284\frac{3}{8}$ points of business during the five months and who are not entitled to be classed in a higher class, will be classed in the E Class. Paint oil, garage and combination line salesmen not entitled to be classed in a higher class, and who during the five months do 325 points of business, will be classed in the E Class. Factory and railroad salesmen not entitled to be classed in a higher class, who during the five months do 375 points of business or where 75% or more of the business is for standard goods exclusive of large tankage, who do 325 points of business, will be placed in the E Class. All salesmen not entitled to enter any of the first five Classes, will be classed in the Zero Class. Such salesmen unless there are good and sufficient reasons for being so classed are failures in the

business and better help themselves and the firm by securing other positions. There will be kept in my files a statement of the class each sales organization and salesman are in from day to day and I shall have all salesmen frequently advised as to their standing according to my statements. Any errors in my statements we shall be glad to correct. I am sure you all want to see your sales organization in the A Class and that you want to be there yourself. I hope you all will.

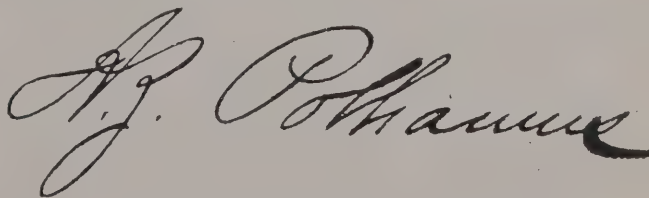
A few days since, while in a city of the Northwest, where the weather was hot enough to do credit to El Paso, Texas, I had several hours to wait for a train. In wandering around for the coolest spot possible to find, I spied a small park with a son of the Emerald Isle putting the benches in the shady places in the park. Noting his consideration, I approached him, and told him I wanted to find the coolest park I could, as I had several hours' time, and inquired where I could find it. The gentleman replied: "Yez must kape off the grass." I said: "I'll beep off the grass, but where will I find that park." Said he: "Oh, it's the park yez want. Yez will have to take the cars for it's five miles to the park." I replied: "All right, I will take the cars, but where do I get the cars, and which way do I go?" He told me that the cars were one block north, and to take them going west. We went to the place indicated and waited, but being a little suspicious, we asked some gentleman about the matter and found that by taking the cars going west we would have to travel twenty-four thousand nine hundred and ninety-five miles to reach that park. So having the 60,000 points of business in mind and not caring to find snow banks in that park when we got there, although looking for a cool place, we took their advice and went east instead, and were at the park after a short ride of five miles.—Boys, I want to see you and your sales organizations in the A Class, all of you, but you will have to keep off the grass, sticking close to the path of work and duty. This doesn't mean staying home three days per week. You must take the cars, day cars and night cars alike for the salesmen and sales organizations who enter the A Class must travel so far that the time is too short for old time easy going methods. Then in your work get started right, don't go 24,995 miles to get five miles, but make every mile, every move, every day, count well for the A Class.

Success to each of you.

START RIGHT.

KEEP OFF THE GRASS.

TAKE THE CARS.



Bowser's Boomer

PUBLISHED MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA.

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

When I got so old and my teeth were so bad that I could not sell any more and Mr. Polhamus gave me an easy job in the office just writing, drawing pictures and counting the orders as they come in, I made up my mind that he was a kind old gentleman and that I was all through with the rush and push and worry of the salesmen and I was congratulating myself upon the fact that I could take it easy and not have any body after me with the big stick or the sharp stick during this year. But little Danny Dreamer finds his musings disturbed. Mr. Polhamus wires Mr. Bechtel a few days ago, as follows:

"Wire me Winnipeg number active salesmen now employed, all offices. Do not count dead ones. Telephone Little, tenth floor Boomer building, put all hands on twenty-three hours and fifty nine minutes per day. Something doing. Coming by wireless for special edition BOOMER. Tell Anderson, Bill Simpson and partner and all leaders for prizes and balance of heavy weights they better take another hold if they keep their places in the procession "

That telegram sort of stirred us up as he intended and then along comes a letter in which he says you fellows all get a wiggle on you and for me to get out a BOOMER P. D. Q., or words to that effect, and help get this business that we are after. This morning I got back from the Bowser annual picnic feeling pretty blue. I sunburned my face, threw two arms off and wore holes in my Sunday socks practicing baseball, only to be put on the bench and allowed to watch a lot of other fellows try to play ball.

I wasn't in a very good humor for ideas and I couldn't get one in my system till I got one of the boys to throw a cup of cold water in my face, and now here is what I have doped out. Our G. M. says we have to get that 60,000 points by January 1st, that means that after August 1st we have to get 10,600 points per month for the last five months. Did you ever notice the newspaper column headed up on the baseball page toward the end of the season, as follows: "96 games to play," next day "95 games to play," etc., etc.? The dope shows that we have from August 1st, 128 working days, that allows you every Sunday, Labor Day, Thanksgiving and Christmas which is plenty of time for rest and the 128 days should be made to count, every one of them. If every man will make a note of that and mark off one day every night, figuring the remaining days and see that each night he has made the one day count to the very best advantage, we will kick holes in that quota that you can drive six-horse teams through. We have never yet laid down when the G. M. made a call. Are we going to lie down now? NOT SO YOU CAN NOTICE IT.

We want to come together January 1st for the big doings, with every body feeling good, with every record broken, so that when the Big Chief gets up at the head of the banquet table, with his broad, expansive smile and says, "Well done good and faithful servants," we can let out a yell that will crack the ceiling, and that will be worth many a hard and grueling days' work. Let's forget everything but that one purpose, the only great accomplishments in this world succeed through concentration.

If we look forward to a day of jollification determined upon having every stage-setting perfect, so as not to mar the complete harmony we will win AND WIN WE MUST. We have an organization to which it is an honor to belong. We have a set of officers who are made of the right stuff, they will ride us with spurs for the balance of the year and we will like it, and at the end we will be a bunch of friends, whooping her up for a week of fun.

I don't believe there is a single man in the bunch who is mean enough to refuse to enter into this undertaking with the same spirit. If there is, let him write the G. M. and say so and we will send him a dog biscuit, he has no place among us. Our business this year will be a finish, in which all cripples, knockers, children and weak sisters must clear the way or they will get caught in the wheels and mangled.

The rest of the year will be "FOR MEN ONLY."

We print herewith a little poem which teaches a homely lesson, and let us hope that January 1st shows every man when the Captain calls him for final report, able to stand up, salute, and honestly report, in the words of our lamented friend, "I DONE MY DAMDEST."—ED.

"He Done His Damdest"

I ask that when my spirit quits this shell of mortal clay
And o'er the trail across the range pursues its silent way,
That no imposing marble shaft may mark the spot where
rest

The tailings of the bard who sang the praises of the West,
But that above them may be placed a slab of white or gray,
And on it but the epitaph carved in the early day
Upon the headboard of a man who did the best he could
To have the bad deeds of his life o'ershadowed by the good:

"He Done His Damdest."

Engrave upon the polished face of that plain, simple stone,
No nicely worded sentiment intended to condone
The sins of an eventful life, nor say the virtues wiped
Away the stains of vice—in lines original or swiped.
That rough but honest sentiment that stood above the
head,

Of one who wore his boots into his final earthly bed—
Is good enough for me to have above my mouldering clay—
Just give the name and day I quit, and underneath it say:
"He Done His Damdest."

Some who are overstocked with "phony" piety may raise
Their hands in blank amazement at the sentiment, and gaze
Upon the simple marble slab 'neath which the sleeper lies,
With six or seven different kinds of horror in their eyes.
But hardy sons and daughters of this brave and rugged
West

Will see a tribute in the line so pointedly expressed—
And what more earnest tribute could be paid to any man
Whose weary feet had hit the trail toward the Myst'ry than:
"He Done His Damdest."

There have been a lot of good things pulled off by salesmen lately, but we can't mention them here as this special number is to be especially devoted to the G. M.'s instructions.

* * *

We had a peach of a letter from Crandall the other day, and say, that boy can have the BOOMER's shirt if he wants it. A letter like that makes us feel like getting out a BOOMER every day. You know how you feel when you pull off a nice juicy order, you like to have somebody say something don't you? That's the way we feel. There is some good meat in Crandall's letter too, and we will feed it out in a later issue. We are chock full for this issue.

* * *

C. B. Evans has recently been sliding down Hatmaker's cellar door. The New York crowd have dubbed him "Cyclone Bowser Evans." Quite apropos, we should say.

* * *

E. E. Cummings, Factory Manager, from Toronto, spent a few days with us last week. He was so busy that the BOOMER City reporter failed to get an interview with him.

* * *

July 17th, E. R. Thompson, of Western Pennsylvania, sent in an order for 30 points, with the notation, "This completes my quota for July and a little to spare. I hope to double it by the end of the month."

We haven't looked it up yet, but "WE HOPE HIS HOPE CAME OUT."

* * *

Here comes "Potsie from Cleveland," alias T. C. Potts. What have we here? Oh! nothing! Only a private garage order for 115 points. I guess that's bad. The order is for a city and country place equipment for the two garages, but all sold on one order. We will give you the particulars in a later issue.

* * *

W. H. Worrall, writes us to ask if we noticed Mr. Eichelberger's smoke lately. We noticed a small cloud of smoke in that direction, but we thought it floated over on the line from Pittsburg. Eichelberger has certainly been the regular little seller lately. We notice in the quota list he is swimming toward the front with the overhand stroke. More power to him.

* * *

H. Lindsley, of the New York Sales Force, finds plenty of time to pick up kerosene business in July, while working hard on the garage trade. Lindsley calls his kerosene business "pin money" and it comes to him in 5-barrel orders.

* * *

No kidding now, how do you think the BOOMER compares with "The Perfect Ladies Home Journal?"

The man who thinks he has no chance destroys his chances by acknowledgement of self-defeat. He has deliberately blinded himself; bound upon his limbs the shackles and chains of cowardice; weighted himself down with the greatest of all handicaps—despair. He has wrenched the knocker from his door; stuffed his ears with cotton and cannot hear opportunity when she does summon him.—HERBERT KAUFMAN, Chicago Record-Herald.

* * *

Trying to help the other fellow helps to help yourself.

* * *

All of the old-time Bowser salesmen know Miss Lucy Tourgee, and necessarily hold her in highest esteem. She having been one of the bright lights of the General Office for some little time, we won't say how long. Miss Tourgee has charge of our filing room, which is a locked room set aside for the purpose of systematically filing all our general correspondence and in which work she keeps two other young ladies very busy in the science of indexing and filing.

Recently one of our district managers was occupied in the BOOMER editorial rooms when Miss Tourgee walked in, after she left, this facetious gentleman looked up, and said, "Oh! that's the lady who hides the letters, isn't it?"

* * *

Did any of you see our advertising matter in the laundry journals last month, on the dry cleaning equipment? We had a page in The National Laundry Journal, The Starch-room, The Laundryman's Guide, The Textile Colorist and The Garment Dyer's Guide. We also sent out a two-color folder to the trade, calling attention to the equipment. We have made a storage equipment for dry cleaners which is "the goods." In the next issue of the BOOMER we hope to have room to tell you something about it. When we got this outfit ready for the market, we slipped a couple of sharpshooters into the field to do some reconnoitering, and what do you think happened? By Golly, we have the shop men "hollering" for help. These fellows have been shooting off sixty and ninety point orders every day for the last two weeks. These outfits include semi-automatic power pumps, from four to six tanks, separator, traps and other things. Our shops were chock full before and these orders are piling up at a wonderful rate. Mr. Corey had to draft two or three high privates from the regular ranks to get into the dry cleaning game, so now we want to say to you general line men, don't fail to dig up all the prospects you can on dry cleaning and send in for a sharp shooter, if you get one you can't land.

* * *

We have published a booklet on dry cleaning, entitled "Forty Thousand Dollars." Quite a few persons have asked us what is the meaning of the title, but they will have to read the booklet to find out—so will you.

Kerosene Argument

By A. G. RATLIFF

You ask me for a Kerosene Talk. Well, I am hardly equal to the occasion, but if I knew one word that would help a Brother Salesman, I would feel myself amply paid.

First, I get all the information I can from the oil people in regard to consumption, the amount he buys at each purchase, if he returns his barrels promptly, etc. Then I go and call on Mr. J——, tell him my name and who I represent. Then I say I just dropped in to see how his tank is working. If he says he has no tank, then I follow him up and say, "Well, Mr. J——, I am very sorry to have gotten my carding system wrong; we were under the impression you had been using our tank for years."

Now, if you are talking to a man who likes system, he is curious to know what system you are using, and while he has no idea of buying a tank he wants to see your system, perhaps for some improvements for his. Then pull your model and bulletin book, open your bulletin book and see that your customer is on your left; then as he glances at your cuts, pump your model—and I might add never pull a dirty model, it hurts your chances of a sale—then, after you have shown your customer the gallon, half and quart strokes, show him the scale, how to compute the value, etc.; your Discharge Register next; then tell him about your Indicator, and say it shows at a glance, approximately, the amount of oil on hand, received, etc. I then take catalog No. 1, show the skeleton view of the pump, explain the valves, cylinder, etc.

Now you are ready to talk tank, and as all of you have many times read the description in the catalog, I won't go over that.

Now, it's up to Mr—Salesman to judge what appeals most to his customer. He has probably said something or asked a few questions, go after him and drive those points hard. Never try to give your purchaser a gun to shoot you with. If he doesn't object to your system, pass it up and find what's the matter; and I have found that 95% object to one thing, the price. Now as to that, you can state truthfully to your customer that from an ordinary faucet and gravity tank it takes ten minutes to draw a five-gallon can of oil and measure it; we do it in thirty to forty seconds. The average merchant sells 250 gallons of oil each month, or 3,000 gallons per year. Now, Mr. J——, suppose you save nine minutes on each five-gallon can you sell or 5,400 minutes per year. Your leakage and waste is about $\frac{1}{2}$ cent per gallon. Again, Mr. Merchant, figure the saving of work and worry to clean up around your oil tank, where ours is an ornament.—In the meantime leave your model out of your case in some place where every customer coming in will see it and remark how complete it is. Now, Mr. J——, I want to ask you, are you here for the profit there is in this business? Then, if you are, why not convert into profits your waste? Isn't it business to do so?

Now, if he still stands pat on you, ask him which he makes the most money on, dry goods, groceries or kerosene. You can rest assured he won't say over 25% on dry goods and 15 or 20% on groceries. But his oil will show about 40%. Then ask him if he hasn't tied up thousands of dollars to make 25% when he can invest a hundred to a hundred and fifty dollars and make 40%. Nine chances to ten you have him going; so don't wait too long. "Wait broke the wagon." Get busy with your pencil.

Yours truly,

A. G. RATLIFF.

P. S.—Don't try to get me on the Editorial Staff for Scribner's or Everybody's Magazine. I don't care to change.—RAT.

A Hard Luck Story

By C. R. EGGLESTON

About a year and a half ago, I sold to the firm of Rich & Andrews, Wanakena, N. Y., a ten-barrel Cut 41 Outfit. The same arrived and was installed beside a large boat house, the pump being located on the dock, the outfit being installed when the water in the lake was low. When the water raised in the spring, the tank was forced up out of the soft soil, the filler pipe was forced against some planking and the flange on the tank was sprung. This, the Company did not know about, until after water was discovered in the gasoline. The Company immediately pumped out all the gasoline from the tank, the plumber was called, and he, with his blow pipe furnace and tools, proceeded to solder and repair the flange which had been sprung. While in the act, and as soon as the torch was applied to the tank, the gas which was contained therein exploded, and the plumber, together with the tools, was given a plunge in the lake, and several spectators who were standing thereby, received a shower bath. The firm wrote the factory for a new head, it having been blown out during the explosion. The head was shipped immediately, and the tank was placed in the shop for repairs. Meanwhile, Rich & Andrews proceeded to excavate and bury the tank on the opposite side of a railroad track, running the piping under the track to the pump on the dock. The president of the Rich Lumber Company noticed what was going on, and in a vivid illustration, showed to the concern the possible future position in which they would be placed provided a car or an engine jumped the track, broke the pipe-line, and a spark from the locomotive should ignite the gasoline, blow up the depot and kill several people. He pictured them hanging from a tree, with a rope around their necks—Forewarned is forearmed, the excavation was immediately filled, and a new hole close to the original excavation was made. Meanwhile, the new head of the tank had arrived, was placed in position, and left in the round house of the railroad company while the new hole was being dug. An engine and a train of cars which is used for hauling logs out of the woods, backed into the roundhouse, a huge log could not get past the gasoline tank, and out went another head. Again the firm had to write for another head. This was shipped in due time placed in position, and Messrs. Rich & Andrews used precaution to the extent that twenty-three men carried the tank from the roundhouse to its grave beside the boat house, and there they held the final obsequies. The outfit seems to be working all right at the present time, and they are well satisfied with their investment, although their experience will never be forgotten. To appreciate the exact situation with full explanation, a person should hear Mr. Andrews explain the whole ordeal.—C. R. EGGLESTON.

Gleanings from the Annual Picnic

By our Cub Reporter Ralph Corey

Did you notice how Messrs: Zahrt, Bechtel, Corey, Dunkleberg, and even Ye Editor Little, came without their wives? Presume with Winona's high reputation this was all right.

Believe after Friday, Mr. Bechtel ought to be a candidate for the Sporting Editor, with his fast work on the ball team, playing tennis, etc.

They say it was snowing out by the swimming raft. Anyway the fellows claimed they had to knock off the icicles before they could swim in again.

The whole Bowser "family" both factory and office, was there, I guess, with all their aunts.

The first trains both up and back were all parlor cars. Moral—"The early bird catches the worm." It couldn't have been known beforehand, for about all the "big 'uns" went on the second train.

What a sleepy looking bunch on the second train coming back. Nevertheless, they looked as though they had enjoyed the day.

The "Wayne" cottage was as busy as Mr. Grosvenor's office. That back porch would have stocked a delicatessen store for months.

It is estimated that enough umbrellas were carried to Winona and back to have sent one clear across the country. Probably that was why it didn't rain after all.

Say, what kind of language was that you used when you looked out the first thing in the morning, and it was drizzling? Or did you only think it?

* * *

LOOK OUT FOR THE FARMERS

Your general line men must not overlook the well-to-do farmer or the "city farmer," for the reason that many autos are going into the farming districts. A farmer's weekly journal lately wrote us, making the claim that 76,000 autos had been sold to farmers during the last year and a half. These figures may be high, we don't know, and again many of these cars are old tubs, one lungers, etc., so that the proposition of good cars to the rural districts is much reduced from the gross figures. Still, the farming district is a "comer" in the auto game and today many a well-to-do farmer has his touring car and in addition, he may have a gasoline engine to do the pumping around the place, so look them up and see what is doing. W. Bradfield last month lit on a R. F. D. No. 3 gentleman, down in Illinois and picked off a 10 Bbl 41—a cut 52 B, a solid brass filter, a gallon meter and hose and nozzle. It made a pretty juicy order for the general line and just that much velvet, as it's a pickup outside of the regular line of trade.

Don't overlook any bets while you are on your territory and grab all the "sleepers."

List of those in Lead for Prizes

July 1, 1909

FACTORY SALES

ARMSTRONG, J. H.

BIGELOW, G. W.

CASKEY, E. M.

COMBINATION LINE

MEEGAN, F. W.

JENKINSON, W. E.

SMITH, L.

GENERAL LINE

MERICKEL, J. W.

DEVEREUX, F. W.

CRANDALL, W. V.

GARAGE LINE

DOBSON, H. E.

DIETCH, J. N.

HESSENMUELLER, K. F.

* * *

GENIUS

Genius, that power which dazzles mortal eyes,

Is oft but perseverance in disguise.

Continuous effort, of itself, implies,

In spite of countless falls, the power to rise.

Twixt failure and success the points so fine,

Men sometimes know not when they touch the line

Just when the pearl was waiting one more plunge,

How many a struggler has thrown up the sponge,

As the tide goes out, it comes clear in;

In business 'tis at turns the wisest win.

And oh! how true, when the shades of doubt dismay,

'Tis often darkest just before the day;

A little more persistence, courage, vim—

Success will dawn o'er fortune's golden rim.

Then take this honey for the bitterest cup,

There is no failure, save in giving up—

No real fall as long as one still tries,

For seeming set-backs make the strong man wise,

There's no defeats, in truth, save from within,

Unless you're beaten there you're bound to win.

HENRY AUSTIN.

* * *

VISITORS AT HOME

C. E. NEFF, Warsaw, Ind.

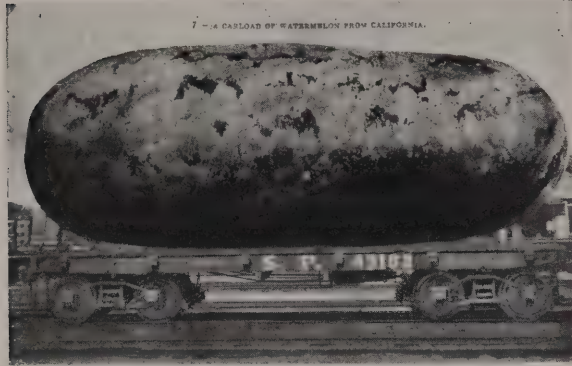
E. E. CUMMINGS, Toronto, Canada.

T. C. POTTS, Cleveland, Ohio.

The Bowser Picnic

The Bowser Annual Picnic was held on July 23d at Lake Winona. Two complete train loads of the Bowser "family" hiked to the resort and back, and basked in the sunshine of S. F.'s hospitality. Wayne Cottage, Mr. Bowser's summer home was headquarters for the lunch baskets, and umbrellas, and the old? gentleman was as busy as a boy with the hives and a Waterbury watch.

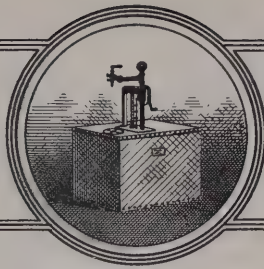
The main feature of the day was the baseball game between the single men and married men of the office and factory. The married men won the game and it was quite a blow to the "kids." Those married men were regular little ball players when they got warmed up. The score was tied in the fourth. In the fifth, Fisher, an imported product from Oneida, N. Y., especially imported for the ball game started a batting rally, Bechtel swiped a high one into the tall grass in right field and before the smoke cleared away four married men had registered at the plate. Davies at one time got so excited that he threw his hat up in the air and yelled, "We scored the tie, we scored the tie." The BOOMER is on the married mens side and so was the umpire, and say, guess who was umpire?—Mr. Dunkleberg—What chance did the Kids have?



R. M. Loomis, of Los Angeles, Cal., sent to Mr. Polhamus some time ago a postal, showing a watermelon such as they raise in Southern California (?). Mr. Loomis says he will ship one to his friend A. Z., and for him to give all the boys a slice. He was one of A. Z.'s old stand-bys some years ago, a successful Bowser salesman who made enough money out of the business to enable him to retire. We are always pleased to hear from the old-timers and they always express an interest in our business. Success to Mr. Loomis.

(From August 1st)

One Hundred and twenty-eight
days to work



Just a Word.

On the inside pages of this issue of the BOOMER is a cartoon suggested by the present conditions of the Fort Wayne factory. By this cartoon you will surmise, if you have not already, that the orders are crowding the manufacturing end of the business. Just at present this is true, but don't you think for a minute it will continue, and that you can sit down on beds of ease to rest awhile, for if you do something is likely to happen and you will find yourselves in the rear of the procession so far that you will have a most strenuous job on your hands to catch up.

The present congestion at the factory is due to invoicing, which made it necessary to close the factory nearly a week, and to the orders for a short time nearly all running to a certain class of outfits. Invoicing is over and it is not likely that again this year the orders will so generally run to the one class of outfits, but if they do, we are now, by the placing of several more riveters, in position to take care of these orders in much better shape. In the lighter tank work, like class "A," we could do double or treble the work we are now doing and have our warehouse full of these tanks ready for shipment.

We also have a large stock of pumps, besides we have placed orders for nearly a dozen new lathes, several drill presses, a lot of other machinery and are putting up two very large additions to our Fort Wayne factory, which will nearly or quite double our present capacity and permit of our doing a three-million dollar business per year without crowding us unduly. These buildings will be rushed to completion rapidly and all new machinery will be received soon, so get busy and keep busy.

But JUST A WORD—It is surprising the requests we are receiving from salesmen in regard to the filling of their orders. As for example, on August 3rd we receive orders for outfits to be shipped to Memphis, Tenn., Houston, Tex., Mitchell, S. Dak., and some other points a thousand miles from Fort Wayne, with the information from salesmen that the outfits must be at destination by August 10th. Now, this is absurd. We must have time to make the shipment, and as outfits are usually to be shipped by freight they do not go through to destination quite as soon as a telegram would. While freight agents who are looking for business sometimes tell a rosy story about freight making a thousand miles in three to five days, the facts are that ten days to two weeks is exceptionally quick delivery, and three to four weeks or longer, is by no means unusual.

Such requests as we have mentioned are impossible to comply with, and all salesmen must understand that they must give the firm from three days to a week to fill orders after they are received, and if there is anything different than standard, or if a large shipment, more time must be allowed. We want the business and are just as anxious as any salesman can be to fill orders promptly, but we cannot do those things which are impossible, and so salesmen, for the benefit of all concerned, should tell purchasers the facts about the time necessary to make shipment of goods and the time required for them to arrive at destination. We will fill orders in a reasonable time and many of them sooner. You do your part and most of the trouble about shipment of orders will be overcome. Help us to make prompt shipment by giving all necessary information when sending in orders.

Bowser's Boomer

PUBLISHED MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA.

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

Good Morning girls—are you doing your dingdest?

There is one claim the BOOMER can make, which few publications can truthfully do. Our Editorial Department is in no way bulldozed by our advertisers.

January 5th last, the district managers, in conference at Fort Wayne, joined hands and agreed that they would help make Bowser's BOOMER an interesting and instructive sales paper, they agreed to contribute to it, even Mr. Bechtel promised to contribute quite often, and from their promises an unsophisticated person would have believed that his principal trouble in editing, was to be the cutting out and trying to crowd in enough contributions to keep the writers in a good humor. Have you noticed the contributions? This mushroom editor knew just enough about human nature to go to work and get out his paper without depending upon any contributions from anybody. He never has expected any from the managers, therefore, has not been in the least disappointed, now that's real philosophy, isn't it? And that is one lesson I learned some years ago, which has been valuable to me ever since. That is, where every body whoops things up, slaps me on the back and tells me how much they are going to help me in my work I know that the thing to do is to thank every body in advance, show the proper appreciation of the good will, then get to work just like it never happened and get out my own work. When I was many years younger, I tried waiting for the help and when it came time to make good, I had the finest lot of reasons in the world, in place of the stuff that was wanted.—I had reasons tabulated, cross indexed, figured in decimals and every other way, so that I was fully able to show that I was in the right, and absolutely protected from criticism.—But here is what I discovered, and don't forget this point.—Everybody was busy with his own affairs and didn't have time to listen to my reasons. Now that was sad, wasn't it? Sometimes I would get some soft natured fellow cornered, make him listen and then I got, "too bad, old pal," and he then joined the bunch. Not any more, for yours truly, now, when I get the con talk, I grin, and when its over I get to work to beat the band. That's the way of the world, do things yourself, don't wait for others to help you—they mean to do it, all right, but they get busy with their own affairs and they have no time to do your work.

I made a suggestion to our managers, which if brought to their attention now, might bring forth fruit—Many times when reading on the train or in hotels in the evening, you run across a clever article on selling, a piece of philosophy or humor, you say, to yourself, "that's a corker," and then you lay the book or paper aside.—If you would just carry a little vest pocket scissors, snip those articles out and mail them in, you would be helping a lot, and it wouldn't be much trouble either. Now that the BOOMER has publicly castigated all the district managers and the assistant G. M., we will, no doubt, get some help, either that or we will get something that sounds very much like hel—p.

THE BOOMER GOT IN BAD

Last issue we got in bad by announcing that general line men should be on the lookout for orders from dry cleaning plants, etc., etc. The factory sales department immediately registered a kick and the entire editorial department was hoisted by the seat of its pants into the Assistant General Manager's office, where it was respectfully informed that it was old enough, big enough and homely enough to know better.

We were told in a perfectly plain manner, so that we thoroughly understand now that the dry cleaning business is to be handled as factory business and don't you forget it. The A. G. M. said he would have to send out a general letter to correct our statement, but he didn't, so we told him today that we would print a polite retraction in this issue.

All we have to say is that if any of you general line men go to monkeying with the dry cleaning business, except by special arrangement, it will be just the same as putting a bomb under the BOOMER.

* * *

None of the district managers have shown the white flag, as yet, in relation to the loving cup, but we are reliably informed that a few of the managerial feet are slightly chilled owing to the entirely unreasonable manner in which those New Englanders hang on to the cup. Mr. Anderson now has a fine chance for one of the prizes, but no cinch on the cup, as that goes to the office which secures the greatest percentage of its quota during the year.

The Fort Wayne Sales Department has recently added some new men and during the next five months will have the benefit of the help of six district superintendents.

Mr. Savercool can be depended upon to make a good fight yet this year as he has some exceptionally strong men and has visions of some large railroad and factory business which might put a new complexion on the cup race, so don't get it into your heads that the race is over.

Now is an appropriate time, we believe, to refresh your memory as to the terms of the cup contest for even though the first place were decided, there is still a prize of a splendid pin for the manager who finishes second. The pin is worth an exceptional effort, and, while we do not mean to insinuate that any of our district managers need personal decoration, we are quite sure that the pin will not detract from the appearance of the most debonair.

According to the rules of this contest, a manager who wins the cup two sections and loses it on the year, secures the pin; should no manager win the pin, in that manner, it goes to the man making second best percentage. In case one man wins the cup two sections and on the year also, he takes the cup only, the pin goes to the man in second place. The race is still open for the cup, and, aside from that, the race for the pin is important.

Help your manager in the cup race, to win will be quite a satisfaction to him and an honor to your part of the organization, and while the manager of your district may not care to make a personal appeal to you to help win the the cup, you can bet your hat that he will fully appreciate any extra effort on your part, so don't be a "kill joy," get into the bunch and help liven things up for the finish.

VISITORS AT HOME OFFICE THIS MONTH

R. S. Johnson	W. M. Johnson	F. M. King
H. C. Carpenter	Geo. W. Bigelow	W. I. McCall
J. H. Armstrong	J. P. O'Neil	E. R. Tompson
H. P. Bachers	C. E. Franks	H. N. Stevick
G. M. Womble	J. G. Rodman	C. E. Neff
C. C. Barnet	A. T. Stata	J. J. Connelly
H. E. Bleecker	F. J. Gardner	F. M. Homsher
A. W. Dorsch	E. R. Tompson	

ANOTHER CONTEST

We publish herewith a letter from R. Eugene Chrone, in which he suggests that we ask for articles on selling portable gasoline tank and gallon meter, he agreeing to give five dollars in gold to the man who writes the best article.

We are very much pleased to have a member of the sales force make the suggestion, because it shows a good healthy interest in the work and the effort we are making in helping the Sales Department. We will not allow Mr. Chrone to put up the prize, as we shall gladly put it up ourselves. We will have the articles published in the BOOMER and appoint a committee or have a vote to decide upon the value of the articles. Only salesmen will be allowed to compete and we hope to hear promptly from a number.

We realize that the amount of money involved in the prize is not of special importance, but writing such an article will be helpful to every man who tackles it; it will help furnish good material for the BOOMER and will surely bring out some new thoughts in the way of selling argument and be of great benefit to some of our salesmen, especially the new ones. So "kick in" and see who will be the first, no doubt there is some great literary talent smoldering within the confines of our garage salesmen and the leading article may be dramatized—Who knows?

SAN ANTONIO, TEX., July 27, 1909.

EDITOR, BOWSER BOOMER,

Tenth Floor Boomer Building,

Bowserville, Boomer County, Ind.

Dear Sir:—Through the columns of your paper, I wish to offer a prize of \$5.00 in gold to the Bowser Salesman sending into your office for publication, the best 'selling talk' on our Cut 121 Wheel Tank and our Cut 146 Gallon Meter.

I trust there will be several who can give us a good live, wide-a-wake talk on this matter and by doing so, help a few needy brothers.

And to make everyone take an interest in this matter, we will call for a vote from the Bowser Salesmen in general as to the best among the contestants.

Now, boys, I would rather have your talk than the Five.

Yours, for a good one,

R. EUGENE CHRONE.

* * *

CLEVELAND, OHIO, August 4, 1909.

EDITOR E. J. LITTLE,

Boomer Building,

Fort Wayne, U. S. A.

My Dear Little:—The little "billet-doux" on Pottsie, handed out in your "get-busy" edition was well taken, as is attested by numerous letters and telegrams of congratulation, which have been pouring in from nearly every quarter of the globe.

In your next issue I would thank you to insert a "too late" notice, as in replying to my friends, I am obliged to sacrifice valuable time that would otherwise be employed in securing orders.

You refer to this "oh nothing," as a 115-point affair, well perhaps you might have a little more exalted opinion of it if you were to look at it in its real light—which is 118 POINTS!

Just for that I am going to walk down to the bridge before the week is out and pluck another 50 pointer, that has been ripe and waiting for the "club" for some time.

Wishing you and your BOOMER a success directly in contrast to your name. Believe me,

Yours sincerely,

T. CLARENCE POTTS.

All right Potts, have your own way about it.

A WORLDS RECORD

Crandall writes the BOOMER from Shoshoni, Wyo., as follows:

"This is a great country out here, and wish you could make a trip with me. Talk about fishing, the other evening at Buffalo, a town of 2,000 people, eighty miles inland, in fact, the largest inland town in our United States, Mr. Whedon, of the Consolidated Oil Company and I, were just going to supper at 5.30 p.m., and I said to him, 'let's stop in here at this hardware store and borrow a couple of fishing outfits.' I had sold the hardware man a 4 bbl. 41 and knew he was my friend.

"There was a nice trout stream running right through the town, so we got the tackle and from the time we got it, dug the worms for bait, caught six rainbow trout, not less than one and a half pounds each, had them cooked, on the table and were eating them, just exactly forty minutes had elapsed. Now that is going some, but it is true, 'honest injun.'"

By golly! Crandall, we have to stand for some mighty strong stories, but we don't know about this one.

* * *

W. I. McCall was ill last month, suffering from a near sunstroke, at least that was what he said it was, anyway he wrote us he could not get into the harness until the last few days, but that he would take care of his quota just the same. July 27th found Mac on the job, and in four days he corralled orders amounting to 180 points. Don't ask us how he did it—that's beyond us. We saw the orders and shook his mit. They do say that McCall often goes out before breakfast and sells a wheel tank to get up an appetite.

* * *

Say fellows, the General Manager has been on a number of fishing trips this summer, and not a word about them can we get—he must be either a mighty poor fisherman, or he is saving up 'till the end of the season, when he expects to get in his story last, so he will know just how strong he will have to make it, and while we are on this subject let us say, that we have a letter from George Bowen in which he says that he will have a fish story for us soon, and from which we assume that George is going on his vacation. George will have to go some to beat his last years story.

* * *

H. C. Worrall reports the arrival of the stork at his house. That's right, Philadelphia is our infant office.

By the way, the stork had a stop-over at Fort Wayne and called on Fred Knoche. Fred has just built a new home so the stork showed good judgment.

* * *

Last week we had a meeting of the Superintendents connected with the Fort Wayne Sales Department. They made the editorial rooms, on the tenth floor, a loafing place and we had to open the skylight to let out the hot air.

* * *

O. B. Fitch now holds the "skidoo" number in the cup race. E. W. Clark had it June 1st, but moved up to twenty. G. E. Bowen had it July 1st and moved up one peg to get away from it.

* * *

Look at the positions of the first four in Fort Wayne and New York in the cup race. I guess Devereux and Bachers are setting a fast and furious pace. No? Yes?

* * *

Pat Cashman increased his batting average fifteen points last month. Pat says he had Stata with him three days and Stata made a home run.

* * *

Medsker is in the thirteenth hole. We shall see now if he is superstitious.

Cup Contest Monthly Comparison

We present on this page the standing of the salesmen from different districts who are in line to have their names engraved upon the District Manager's loving cup. We show the position of the men June 1st., July 1st. and August 1st.
You will note that there are some close races on.

FORT WAYNE GENERAL LINE

June 1, 1909

1. Bachers, H. P.
2. Dietch, J. N.
3. Potts, T. C.
4. Ford, D. J.
5. Barcus, J. C.
6. Hayes, E. P.
7. Cornell, A. B.
8. O'Neill, J. P.
9. Chrone, R. E.
10. Ratliff, A. G.
11. Dorsch, A. W.
12. Smith, J. Theo.
13. Sheehan, J. S.
14. Cashman, P. F.
15. Bowen, G. E.
16. Homsher, J. E.
17. Homsher, F. B.
18. Benham, M. C.
19. McClure, R.
20. Pinkerton, J. M.
21. Sitton, J. M.
22. Ward, D.
23. Clark, E. W.

July 1, 1909

1. Bachers, H. P.
2. Dietch, J. N.
3. Potts, T. C.
4. Ford, D. J.
5. Cornell, A. B.
6. Hayes, E. P.
7. Barcus, J. C.
8. Dorsch, A. W.
9. Ratliff, A. G.
10. Smith, J. Theo.
11. Benham, M. C.
12. O'Neill, J. P.
13. Chrone, R. E.
14. Sheehan, J. S.
15. Smith, F. A.
16. Medsker, J. H.
17. Duncan, R. L.
18. Homsher, J. E.
19. Sitton, J. M.
20. Clark, E. W.
21. Pinkerton, J. M.
22. Cashman, P. F.
23. Bowen, G. E.

August 1, 1909

1. Bachers, H. P.
2. Dietch, J. N.
3. Potts, T. C.
4. Ford, D. J.
5. Hayes, E. P.
6. Cornell, A. B.
7. Cashman, P. F.
8. Benham, M. C.
9. Chrone, R. E.
10. Dorsch, A. W.
11. O'Neill, J. P.
12. Simth, J. Theo.
13. Medsker, J. H.
14. Smith, F. A.
15. Sheehan, J. S.
16. Ratliff, A. G.
17. Bradfield, W.
18. Pinkerton, J. M.
19. Duncan, R. L.
20. Clark, E. W.
21. Sitton, J. M.
22. Bowen, G. E.
23. Fitch, O. B.

SAN FRANCISCO

1. Olds, F. H.
2. Crandall, W. V.
3. Jenkinson, W. E.
4. Stoddard, S. D.
5. Bird, E. R.

1. Smith, W. C.
2. Olds, F. H.
3. Bird, E. R.
4. Jenkinson, W. E.
5. Crandall, W. V.

1. Olds, F. H.
2. Smith, W. C.
3. Jenkinson, W. E.
4. Bird, E. R.
5. Crandall, W. V.

NEW YORK

1. Devereux, F. W.
2. Eggleston, C. R.
3. Hoffritz, C. W.
4. Dobson, H. E.
5. Dalgaard, H.

1. Devereux, F. W.
2. Eggleston, C. R.
3. Hoffritz, C. W.
4. Dobson, H. E.
5. Cook, F. H.

1. Devereux, F. W.
2. Eggleston, C. R.
3. Hoffritz, C. W.
4. Dobson, H. E.
5. Cook, F. H.

BOSTON

1. Smith, L.
2. McGibney, V.
3. Seymour, D. J.
4. Connelly, J. F.
5. Fitzpatrick, W. J.

1. Seymour, D. J.
2. Smith, L.
3. McGibney, V.
4. Ring, N. A.
5. Connelly, J. F.

1. Smith, L.
2. Seymour, D. J.
3. Ring, N. A.
4. McGibney, V.
5. Jordan, M. S.

TORONTO

1. McIntosh, A.
2. Merickel, J. W.
3. Moffat, A. E.
4. Murphy, E. J.
5. Anderson, A.

1. Merickel, J. W.
2. McIntosh, A.
3. Moffat, A. E.
4. Anderson, A.
5. Murphy, E. J.

1. Merickel, J. W.
2. McIntosh, A.
3. Moffat, A. E.
4. Anderson, A.
5. Murphy, E. J.

CHICAGO

1. Heinen, J. B.
2. Hessenmueller, K. F.

1. Heinen, J. B.
2. Hessenmueller, K. F.

1. Heinen, J. B.
2. Hessenmueller, K. F.

PHILADELPHIA

1. Denton, E. M.
2. McCracken, J. O.

1. Denton, E. M.
2. McCracken, J. O.

1. Denton, E. M.
2. McCracken, J. O.

FORT WAYNE FACTORY SALES

1. Bigelow, G. W.
2. Armstrong, J. H.

1. Bigelow, G. W.
2. Armstrong, J. H.

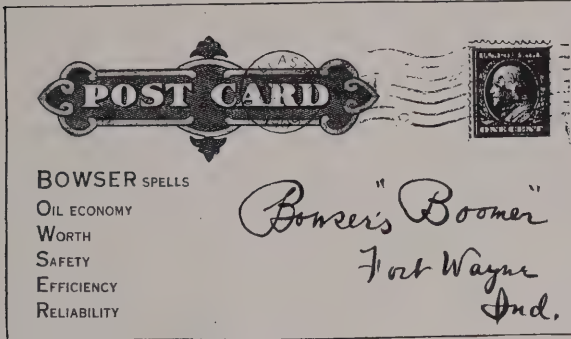
1. Bigelow, G. W.
2. Armstrong, J. H.



In Mr. Polhamus' letter last issue, he asked who will be the first of the general line men to nail 325 points to the mast. We will show the name of the first man on the accompanying mast when he does the trick.

We reproduce in this issue a postal card, which was sent to us by Mr. G. E. Bentel, of Dallas, Tex.

Mr. Bentel is a comparatively new man with the Bowser Company and has made a very nice record in his work. The post card, which he evidently uses for punching up his prospects, is unique, and shows that he is after the business in more ways than one. We show this, hoping that it may suggest something to some of our other men which will be useful in their work.



BENTEL, the Bowser Man

Phone Main 6994 . . . Is now at 191 Pocahontas St., DALLAS, TEXAS

How About That New Tank?

Will Meet You Face to Face,—

Bowser Tanks *Are* Cheapest—I Can Prove It

We were in receipt last month of a check from Tucker & Griffiths, Dealers in General Merchandise, Peabody, Kans. The outfit purchased, cost them \$150.00. On the bottom of the bill which accompanied the remittance they write as follows:

"Would not take \$500.00 for the tank if we could not replace it. It is the only tank for anyone to use."

Is not that a nice letter to receive from a customer? It really is a pleasure to do business when customers are as appreciative and as courteous as Tucker & Griffiths.

* * *

Last month all out of town salesmen and district superintendents, who called at the BOOMER offices, were taken up in the tower and allowed to view the shops and the other small portion of Allen County. There were a couple of them we wanted to push off, but we didn't do it.

* * *

It was rumored that the editorial suite would be moved to the twelfth floor, but there is no truth in it. Please continue to address us on the tenth floor, BOOMER Building.

* * *

In Chicago, the Germans are very much in evidence—Heinen and Hessenmueller. We are going to lose money if we have to engrave Hess' name on the cup—We have to pay by the letter and he has the longest name that appears in the list. Thirteen letters, Gee! that ought to hoodoo Hess for life.

We show herewith the standing of the offices in the second section, to date, of the managers cup race. The position shown, is based upon the percentage of quota obtained during May, June and July. The second section is to be finished August 31st. The race this section is closer than it has been heretofore, as there is but 5% difference between New York and Boston, while 'Frisco is only 10% lower, with Toronto 1½% from 'Frisco. Philadelphia 3% lower and Ft. Wayne General Line next, only 4% off. Chicago and the Ft. Wayne Factory and Railroad, also ran.

A strong finish by any one of the first five offices could beat out Boston, for the second section. We don't wish Boston any bad luck, but if some other office would win the second leg, it would sure make it interesting. Far be it from the BOOMER taking sides, we enjoy a good circulation in the New England States and have many "constant readers," although we have as yet had no contributors from that section.



Cashman writes the BOOMER that we can look for the Northwestern division in class "A" January 1, 1910. He says that he and Stata went on the 23-hour and 59-minute schedule before he got the "Get Busy" edition. They cleaned up sixty points in a little tussle with some "undesirable citizens" who had moved into the territory. In one place, Pat had to stop and put in a glass in a show case before he could close up the order—nothing like being able to turn a hand to anything that comes along.

* * *

R. H. Sherlock, a new man with the Chicago office, writes the BOOMER, asking, "How fast can a Quota run?"

It seems that he had a quota of twenty-five points as a starter, and such a weak kneed quota could not interest him. We have another letter from Mr. Sherlock, dated August 7, as follows: "Mr. Colwell put one over on me. It developed that he had a twin to Quota No. 1 hidden in the bushes, half way around the track and as soon as quota No. 2 saw that No. 1 was being chased, he started down the home stretch. I do not want such a close call again, for when my month was up I found I had just nosed out quota No. 2 by three-twentieths of a point."

That's just like Colwell.

* * *

We received today a request for our dry cleaning booklet, "Forty Thousand Dollars," from the Alaskan Steam Laundry at Juneau, Alaska.

Advertising

H. W. FISHER.

The object in view in bringing the subject of advertising before our salesmen, is to put forcibly before them the importance which should be attached to advertising. The advertising ideas as outlined, can be applied directly to Bowser Equipments, consequently, the subject under discussion should be especially interesting.

Another object in mind is to tell the salesmen, in a general way, what we are trying to accomplish, and the way we are going about it, and the endeavor we are making and shall continue to make, to increase the efficiency of our Publication Department, which will result in a redounding influence to the salesmen.

Advertising has horse-power the same as machinery and mechanical equipment. This is determined by the quality of the copy and the style which carries the copy. Suggestions and selling arguments received from the salesmen should go to make up the meat of our advertising arguments. The pulling power of advertising is also determined by the style of the folders, booklets, and catalogs, and the quality, circulation and prestige of the magazines in which the advertisement appears.

We often hear it said that Advertising is of vital importance. We would not admit, however, that advertising is vital to our business. Yet, it is a fact, that the publicity which Bowser Outfits are receiving from different sources is contributing to our increased output.

As perhaps you all know, circularizing is an auxiliary force to a salesman's effort, and, if carried on in conjunction with his trips, will result in a decided increase in efficiency and business.

What will make people buy our product? This is one of the first questions which arises in one's mind when contemplating the marketing and selling of an article. This "what" is ascertained by experience, and should be a part of our advertising. It is our aim to make our advertising better than our competitors; to raise it above the ordinary plane of advertising language and bear on the fact of our prestige, experience and knowledge of the business. Our salesmen have often found it the case that a prospective buyer would pay considerably more for a Bowser Outfit

than he would for a competing product. This condition is entirely due to the prestige and the many years of successful experience which Bowser Equipments have enjoyed.

The manufacture, adaptability, cost and distribution are the divisions which decide how a product should be advertised. No two products can be advertised alike, except along general lines. The Bowser products, having such wide adaptability and general utility, require publicity to the limit. They are of a technical nature and will not advertise themselves like any common commodity which is generally displayed.

So that you may know some of the progress and the results which may be obtained from consistent advertising, we might cite as an example, the advertising of our Dry Cleaning Equipment to the launderer and dry cleaner. This campaign has been running about two months. We are carrying full page advertisements in five magazines. This magazine advertising was the first gun, and called attention in a forceful way to our dry cleaning equipment. We then circularized with a neat folder, showing our equipment and different parts to dry cleaning plants and laundries in the United States. The result was, that in the space of about ten days we received over one hundred inquiries, necessitating the service of a number of new salesmen so that we might avail ourselves of every opportunity for new business with as little delay as possible.

Another part of this particular advertising campaign was an article delivered by Mr. C. B. Evans, as our representative, before the convention of the National Association of Dyers and Cleaners, held at Philadelphia, August 2d, 3rd and 4th.

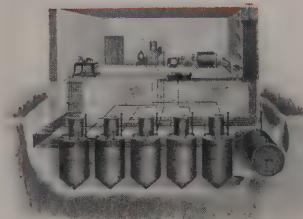
In a letter received from Mr. Evans after the convention, he states that from the standpoint of publicity and demonstration as to the fitness and quality of Bowser productions, the convention was an overwhelming success, and that he was publicly and personally congratulated after having read the paper before the convention and that he thought he was some pumpkins when he realized that he was the mouthpiece of so splendid an organization as ours.

This line of business is one which we can get our hands on more surely, and is used as an example of what we are endeavoring to do, as well as informing you concerning our accomplishments.

* * *

REPRODUCTION OF CURRENT MAGAZINE ADVERTISEMENTS.

BOWSER



Dry Cleaning Equipment

PRESENTS a fire-proof, waste-proof, labor-saving storage system for dry cleaners. Built upon lines which have made Bowser tanks the acknowledged standard in the garage, the laundry and the retail stores throughout the country.

A system built to conform with the latest and most stringent demands of the city ordinances.

A system vented and fire screened

by the National Board of Fire Underwriters.

An automatic pumping system which handles the complete operation of the plant, by a plan arrangement of quick acting valves.

A system including the Bowser patented Centrifugal Gasoline Separator—a device which eliminates all water from the gasoline.

Including the Bowser patented Automatic Ball Valve and the Bowser Special Inner Fill Pipes, Flanges, Wells, Traps and other devices necessary to the safe and economical handling of Gasoline.

By actual test this system reduces gasoline bills from 25 to 60 per cent., reduces the labor 10 per cent., guarantees the minimum charge for insurance, improves the quality of work 20 per cent., increases the output 25 per cent.

An Investment Which Pays 100 Per Cent. Per Annum

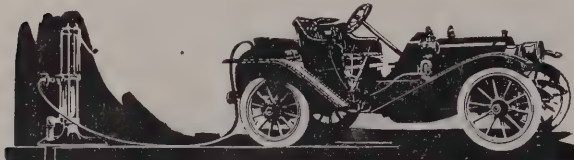
We have published a book entitled "Forty Thousand Dollars," which is a readable and forceful digest of the dry cleaning situation. This book is too valuable to mail gratuitously. We publish it for those who are interested in dry cleaning plants, and it can be secured by mailing your request direct, or by asking for same at our booth at the Bellevue-Stratford, Philadelphia, during the Exhibition of the N. A. D. C. Association, 2nd and 4th.

S. F. BOWSER & CO., Inc.
FORT WAYNE, INDIANA

Bowser & Co.
Inc., L. G. 99
Fort Wayne, Ind.
Gastromer

Please send me
one copy of your
book entitled "Forty
Thousand Dollars."

Name
Address



Every Owner of an Automobile Using Gasolene Should Provide for the Proper Storage of Fuel

Safety, Economy and Convenience are among the many advantageous features embodied in the Bowser Gasolene Storage System.

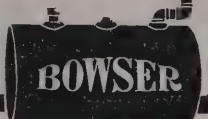
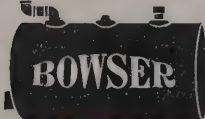
This Equipment is especially adapted to use in private, as well as public garages. You need have no fear from explosion with a "Bowser." One hundred eighteen Bowser Gasolene tanks were dug up and the gasolene emptied after the San Francisco fire. You are able to purchase gasolene in such quantities as to obtain economical prices. Your tank is buried outside, the pump inside accurately pumps and accounts for the gasolene used.

The Bowser Underground Storage System has proven beyond the question of a doubt to be the only practical method for storing gasolene, and has been accepted as the standard garage equipment throughout the country.

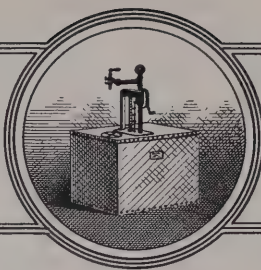
The Bowser System provides for the needs of every owner, no matter how small or how large the fuel consumption. It saves more by preventing loss from evaporation. It provides more miles to the gallon by keeping the gasolene in its original state. It provides a ready supply so that your car can be filled every morning.

S. F. BOWSER & COMPANY, Inc.
FORT WAYNE, INDIANA

285 Atlantic Ave..... BOSTON
612 Bevard St..... SAN FRANCISCO
50 Church St..... NEW YORK
66-68 Fraser Ave..... TORONTO, ONT.
209-210 Taylor Bldg..... CHICAGO
1241 Arch St..... PHILADELPHIA



BOWSER'S



BOOMER

Vol. IV

SEPTEMBER, 1 1909

No. 11



Chris
Gold

IT LOOKS LIKE ANDERSON

Whew=Whew!

The Class Contest which began with the first week in August has now been on for several weeks and we are sure that our Sales Managers, District Managers and District Superintendents are all men of strong hearts, as all are still doing business, after seeing the returns for the first two weeks, notwithstanding those returns must have been disappointing in many cases. However, this is accounted for to a very large extent by the fact that so many of our salesmen have been taking their vacations during August, and we are sure the sheets sent to the different Sales Managers, District Managers and District Superintendents will have a much different appearance in a few weeks, with few of our salesmen appearing in the zero class.

While we were disappointed in seeing the number of salesmen who appeared in the zero class, we were very much pleased to note the boys who appeared in the higher classes, especially in the A, B and C classes, and trust all of the boys who started in the A class will be able to continue in that class the balance of the year, and we are sure that the boys who were in the B and C class, now that vacation is over, will soon be in the A class, also. To the boys in the E class, we would say that you did better than some others, but that is no reason why you should continue in the E class, and we shall hope to see you rapidly forging up to the A class. To those boys who are in the zero class (and each salesman knows where he stands), we would say we were disappointed in seeing your names in the zero class, yet feel this is due to the fact that you have not been working and hope we will find none of your names in the zero class in the future.

As we stated in our letter in the BOOMER of July 29th, no salesman can be a success in our line who is in the zero class, and any salesman who does continue in that class, for his interest and the firm's as well, should secure some other position. There is positively no excuse for a salesman who is in good health and who is a success in the business, appearing in this class, and all successful salesmen should at least appear in the D or C class. The salesman who makes the money out of the business that is possible to get out of it, will be invariably in the A class.

While at this writing, Mr. Zahrt states he fears he has not ordered enough zero blanks to send to salesmen, I trust he will be greatly disappointed, and find at the end of the year his stock of zero blanks on hand is much larger than he anticipated, while he will be out of the A blanks long before the year closes.

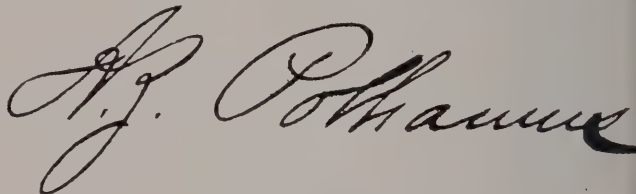
Now, boys, to hustle in this business is to your advantage, and means much more to you than it does to us, for the salesman who only makes \$40.00 to \$75.00 per week commission, with a little extra endeavor could make another \$25.00 or \$50.00, could make this extra amount of money with but very little additional expense to himself and would thus add to his bank account rapidly, whereas, if he is content with the \$40.00 to \$75.00 per week, is only making enough to live on and can save but little. We like to see all of our men successful in the business, and have that word "success" have a ring that means much to the salesman as well as the firm.]

It is a great pleasure to us to see salesmen making for themselves a good living and able besides to place each year to their credit in their bank or elsewhere, a snug little sum for later in life when they cannot work as they could when they were young.

That is the kind of men we want. We have no use for men who are not of that kind, but are too indifferent or too lazy to give us the efforts we should have. In the BOOMER, Mr. Little is showing a picture of a mast, and I trust every man on the sales force will aim to put his name on that mast first. Is there any reason why your name should not appear? If so, it must be due to the fact that either you are in poor health, you are not the salesman you should be, or you lack the push and energy that you owe to yourself, your family and the firm.

As stated in our article of July 29th, you will be advised at frequent intervals just where you stand.

I trust that each and every one of you from now on will do your best, and that that best, will place every man in the A class, for you all have my best wishes.



* * *

We publish in this edition a detailed account of a gasoline explosion in St. Paul, Minn., the explosion occurring through the use of a machine which had been invented for filling automobiles with gasoline. We publish the full and harrowing details of this catastrophe, for the purpose of impressing more firmly, if possible, the terrible effect of the careless handling of gasoline. The details of this explosion certainly are beyond the powers of our most gifted salesman, as an argument against carelessness in handling gasoline. Pass it along.

* * *

We received a bunch of orders from the New York Office the other day amounting to quite a pretty sum, and pinned to the bunch was a card bearing the following words: "Oh, you Loving Cup!" Evidently, the New York Office has not quit in the Cup Race. We noticed a 55-point order in the bunch from our friend Meegan, who leads the combination line men for the yearly prize.

* * *

Come on, you literary heavyweights, with your articles on the wheel tank and the gallon meter. McCall ought to get in on this, also Dobson; in fact, a whole bunch of garage men.

EXPLOSION KILLS FIVE

Police Believe Several More Bodies Yet in Ruins of Wrecked Building

ST. PAUL, MINN., July 31.—An explosion of gasoline, followed by a destructive fire in a four-story building on West Third Street, this afternoon is known to have caused the death of five persons and the injury of six others. The police believe that the bodies of four other persons are still in the ruins. The search for bodies was continued late to-night. A large quantity of charred timbers and brick must be removed before it can be determined whether more of them are in the debris.

The dead are: Mrs. Agno, 50 years of age; Roam Bouska, 30 years old; a child supposed to be Clifford Gamble, 3 years old, and two unidentified men.

The injured are: Leo Cunningham, chest bruised and cut by flying glass; Joseph Gagnon, fractured foot and collar-bone; Emanuel Foerster, broken shoulder and face cut by flying glass, skull probably fractured; Mrs. Matthew Johannsen, leg broken and severe bruises; Mrs. N. A. Kane, and Rowan, cut by flying glass.

It is reported that Mrs. Gamble, the mother of Clifford Gamble, a supposed victim, is among those buried beneath the timbers. Arnold Kuhlo, President of the Kuhlo Manufacturing Company, and a young man named McCauley, are also thought to be among those buried.

A gasoline machine invented by Kuhlo, for filling tanks of automobiles caused the explosion. He and McCauley were experimenting with the machine on the second floor when people in the neighborhood were brought to their windows by a deafening roar. The explosion blew the building to fragments in an instant, broke windows across the street, and set fire to and badly damaged the central police station and another adjoining building.

Passers-by had narrow escapes from flying glass, some being thrown to the ground. On the top floor of the wrecked building lived Mrs. Horan, the police matron, and with her was her adult daughter and two children. Mrs. Horan escaped with slight injuries, but the daughter and one child are as yet unaccounted for. The property damage is small, as the building destroyed was of little value.

Chief of Police O'Connor suffered an irreparable loss in the destruction of his private gallery of crooks, a collection of 20,000 pictures, which cannot be replaced.

* * *

H. P. Bachers, who has so gallantly led the Ft. Wayne general line salesmen on the cup race during the last three months, has been quite ill, and has been compelled to undergo an operation which has confined him to the Lutheran Hospital in Ft. Wayne for two weeks. We regret that so capable a leader should have to drop back for such a cause, and hope that he will very soon be in the fight again.

* * *

If a lot of our salesmen don't cut short their vacations, and get to work, we will run out of zero blanks.

In roasting the District Managers about their appearance, or rather their non-appearance in the BOOMER columns, we should do justice to Mr. Hance of our foreign relations' committee.

Some months ago we wrote Mr. Hance, asking him for a 350 to 700-word story on a trip through Canada; he responded quickly and beautifully, and in addition, volubly. He found that it took 2900 words to tell the story as he started out to do, and that means more than two pages in the BOOMER. He was quite busy and could not take time to edit the article down to a usable size, but was nice enough to give the BOOMER editorial department carte blanc to cut it all in pieces. We read the story, and believe us, it is fine; it is too good to cut down and too lengthy to print in one edition of the BOOMER, so we have filed it for future use, and have thought of running it in two sections, although we feel that holding out one-half of the story for one month will detract from its interest. Such are the troubles of the editor.

Always in writing articles for the BOOMER, you should bear in mind that it carries about 1100 words to the page, and that one-half page to one and one-half is as much space as should be taken up with one article, depending upon its interest and importance.

* * *

Mr. D. A. Corey has suggested that we open a Question and Answer Column in the BOOMER. Good idea. We will do it; consider it open. We shall endeavor to answer any question a salesman sends in, providing we consider it a fair question and if the reply gives information that we can afford to put into print. So fire away. The question, "How old is Ann?" is barred.

* * *

J. P. O'Neil returned from his vacation a short time ago with a fish story which is of unusual interest. He landed a pike which measured twenty-four inches in length and weighed nine pounds.

Rather odd proportions for a pike, isn't it?

* * *

Come on you fellows, who own cars, send in photos of them—Deitch, Hoffritz, Denton, Stata, Hess, Potts and a lot of fellows own cars, let's see what they look like and we will put in a page picture, showing them—some class to salesmen who ride around in autos, we guess.

* * *

How about YOU? Are you ready to start on that straight pull till January 1st? Only 102 days from September 1st. Are you good for a century run?

* * *

Now that your vacations and fishing trips are about finished, we think it's time we were all straightened out for that sprint till January 1st.

* * *

Just tell "Little" that he has to come stronger than that; we all out here know about the "Wichita Man."

E. P. HAYES

Bowser's Boomer

PUBLISHED MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA.

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

Good morning—are you rested up yet from your vacation?

* * *

When the BOOMER started in so modestly to jog the memory of the district managers and others as to their duties and their oaths of allegiance, we knew that some, and possibly all of these self-complacent gentlemen would fail to be jarred loose from their heavy thinking long enough to take the matter seriously. We had in mind, however, the cumulative effect of "good will," backed by persistence—First, the BOOMER asked them kindly, then chided them gently and, with right on its side, some day it will rise to its full height, if continually ignored, and smite the giant members of this organization for the suppression of all modern thought worth printing. Some day we will single out one of these gentlemen and make a formal demand on him for an article, with failure to comply punishable by no less penalty than having his picture published and the space marked, "reserved for E. M. Savercool," or whoever is the victim selected.

Inasmuch as E. M. S. is the dean of our diplomatic corps, we may select him for a first victim—we know that he always has something worth hearing, concealed about his person, and why should he be so selfish as to keep it from the BOOMER's subscribers? We are all anxious to learn, and surely it is the duty of one so fertile in ideas and so learned in the ways of the world, to shower his associates with some reproduced brain throbs.

* * *

In an innocent, off hand conversation one day recently, Mr. Bechtel dropped, among other remarks, that one plan in our great organization was going by the way of "innocuous desuetude." When those present recovered from the shock and had added up his words in order to learn their total meaning, it was decided to ask for a warrant for Mr. Bechtel's arrest, on a charge of carrying concealed weapons. Any man who will carry around in his system, words like those, so that he can spring them on ordinary business men, should be made to sound his horn ahead, the same as drivers of motor cars, so that the common people can get out of the way.

A CENTURY RUN

Beginning September 3rd, one hundred working days.

* * *

August 1st, we had 128 working days left for this year; then it was that our General Manager called for an extra effort for the balance of the year. On September 3rd, we will find ourselves with only 100 working days in this year. Let's stop a moment and ask ourselves honestly and squarely, (no jollying, no high lights, no confusing circumstances to be taken into consideration,) have we made good during those twenty-eight days? Let's ask ourselves if we have made the best possible use of those days which are gone; let's think about it, and above all, let's answer the question. You know sometimes we ask ourselves some very pertinent questions, and then in spite of ourselves, we duck out of it and never give a good square answer. This time, let's answer the question—have we made the best possible use of the twenty-eight days which are gone? One thing is certain, we will not get another chance at them if we haven't; our opportunity to do so is wasted, and we have only the future to improve, not the past. During the particular period just past, many of our men have taken their regular annual vacations; we do not think the vacation period is wasted; we believe in vacations; a man to be sharp and keen at his work must have rest, recreation and above all, variety. It is the interest awakened by new surroundings that fits a man for taking an interest in life, and in his business especially. If your vacation period was used in an effort to fit you for better work, your days were used to as great advantage as though you were taking orders, and the net result at the end of the year will be greater, as a result of the vacation.

After we have answered this question, let's make up our minds to get down to business during the wind-up of this year, and make sure that we get the best out of the next hundred working days, and unless this coming period shows greater sales for the Bowser Company than any period in its history by a great big percentage, then we shall be willing to admit that our "editorial perspicacity" is falling into "innocuous desuetude," and we will also take a dose of that stuff that we intend to give to the members of the zero class, January 1st.

* * *

Beginning with September 1st the Company will have the BOOMER published four times a month. A regular eight-page paper will be issued on the first of each month and a four-page edition each week, until the close of the year. Our present plans are to use the regular monthly edition for special reading matter and the weekly editions will be used to keep the organization advised of the results of contests, standing of offices and salesmen and any special messages which we wish to communicate. The policy of the BOOMER after the first of next year will be determined after we learn the wishes of our salesmen at the end of this year.

First Impressions

Now that my feet are warming up after their initial dip in the Bowser Fountain, and having recovered from the state of trepidation in which I existed during the first few weeks of my experience with the Bowser Company, I hesitate **only** in a slight degree to express a few of my first impressions.

As introductory to my first call, I had the experience of a thrilling street car ride, which would have resulted in a serious accident to me, had it not been for the presence of mind of the conductor, who saved me from pitching out of the door, when making the figure "S" in the car track on the way to the office.

Really, my first impression of the Bowser Company was the Editor, as I had no more than seated myself in Mr. Grosvenor's office, when in he came, with a glad hand and a welcoming smile. I was then shown through the enormous plant, and being somewhat familiar with manufacturing industries, was much impressed with the systematic manufacturing methods. I was particularly impressed with the completeness and arrangement of the plant, and the facilities for handling the shipments, and immediately appreciated that years of thoughtful and careful attention to details had been spent to facilitate such extensive manufacturing.

The tenth floor of the BOOMER Building had not been exploited up to this time, and whether I transferred at the fifth floor in going up, I do not remember. However, I arrived at the BOOMER Office after lunch, and enjoyed a very refreshing and "ed"-ifying conversation.

That evening, I spent in mental pondering, wondering what the next day would bring forth. To my satisfaction, as has developed, the Editor, privately and in conference with others, after due deliberation and silent procrastination, deemed it advisable by his bountiful acquiescence, to put up with a trail order of my capabilities—the terms were net.

The ride back to my home in New York State was one which could not properly be called a "joy ride," as my mind was agitated about arrangements.

So much for the first impression, and just a word for those which have been made on my receptive faculties during the past months. The spirit of friendliness and good feeling which permeates the organization is unusual. In fact, it is remarkable; as this is a condition to be found in but few organizations throughout the country.

With reference to the BOOMER, if you do not like the editorials, write "Ed." If you find any typographical errors you can rest assured "We done our durndest."

H. W. FISHER

* * *

Say! On the square, now! Did YOU get one of those zero blanks?

In looking through the Government Patent Reports recently, we discovered that a patent had been issued to a German Professor for the following compound:

"Ortho-dioxydiphenylethanolmethylamin."

We have written to the Professor, asking him the symptoms which would encourage him to prescribe a dose of this medicine, and we are of the opinion that on December 31st, we will prescribe a dose to each salesman who is found in the zero class.

* * *

For years we have been taught to regard Boston and New England as the literary center of the universe, and now that we are grown up and have met with the practical side of life, we find another well-rooted conviction knocked "gally west." We get more contributions to the BOOMER from Idaho than we do from the whole New England States.

* * *

E. A. Englebert who joined our organization recently, after an absence from it of over a year, proved that he is at home in the work by putting in some swell business during the last two months. A recent order was from Col. George M. Studebaker, of South Bend, Ind., for a private garage equipment amounting to sixty-four points.

* * *

J. W. Merikel, of Toronto, made the best record in the Cane Contest, getting 198 per cent. on his quota for June and July. C. R. Eggleston, of New York, was second, with 182 per cent. G. W. Scott, of New York (a dark horse), was third, only one point behind Eggleston, while F. H. Olds, of Los Angeles, was fourth. Crandall missed the Big Sticks by only 3 per cent. Hard luck, Crandall.

* * *

S. D. Stoddard, of 'Frisco, presented us with a small bunch amounting to 34 points. Have to do it now, since we have a family. Eh, Stoddard?

* * *

C. R. Frierson on general line, landed one twenty-six point order which helped toward the two million.

* * *

The Factory Sales Department called up today and informed us that they had an inquiry from Bombay, East India.

* * *

F. Laughrey, of 'Frisco, handed in a general line order last month for 32 points. Not so bad.

* * *

R. S. Johnson, of Cleveland, was there last month with a one day's contribution of 85 points.

* * *

W. E. Jenkinson, of 'Frisco, sent us one bunch of 44 points.

Past and Present

It has come to our notice recently, that during the last year, some of our oldest (in point of service), salesmen have remarked that they wonder at the difference in the treatment they receive at the hands of the officers of the company now, and years ago. It has been said that in earlier days, some men would come in to Fort Wayne and visit with Mr. Polhamus for days at a time. They were personal friends; the salesman felt himself an important part of the organization; he felt that Mr. Polhamus and Mr. Bowser were his closest friends and that their business interests were of paramount importance to all of them. He walked about the office, everybody knew him, he knew everybody, they were all friends. The employees could stop and talk and the business of the office was all laid aside, if necessary, to visit with the salesman.

This same man says now that he comes in, he finds new people in the office; the business does not stop so that all can greet him; he is not known by some of the youngsters about the office; the employees have a more business-like "hurry-up" manner; he is met courteously and passed along quickly. The old salesman wants to transact his business with his friend, Mr. Polhamus; he goes to A. Z.'s office, he is greeted in the same honest, friendly and happy manner of olden days, and then he is asked if he will excuse Mr. Polhamus for a few moments until he disposes of the matter which he has in hand. He waits and has his visit. Some matters which he wishes to take up, Mr. Polhamus refers to some heads of departments whose business it is to keep informed on that part of our work, and two days later, the salesman leaves Fort Wayne and says, "Well, I don't know, Al seems just as glad to see me and treats me just as kindly as ever, but he only spent a couple of hours with me, while he used to spend two or three days."

Dear friend, do you know what it cost Mr. Polhamus to spend two hours with you? Let us say in all sincerity, that every right-minded man in the Bowser organization has the greatest possible respect for the older salesmen, and one of the greatest prides of this institution, is the fact that the old salesmen are still with it, and we venture to say that if there is one thing which is the source of greater pride to Mr. Bowser than the establishment of this great business, it is the fact that his first successful salesman, Mr. Frank Leslie, of Van Wert, Ohio, is still connected with the company. And further, we venture to say that no set of men in this world hold warmer places in the hearts of Mr. Bowser and Mr. Polhamus than the salesmen who were the backbone of this business in its early days.

Consider for one moment, please, that Mr. Polhamus is responsible this year for the honest and correct spending of something over two millions of dollars in expenses. One false move or one thing neglected may mean the wasting of ten or twenty thousand dollars. Does he need those two or three days' time that used to be spent in visiting with you? Does this business, as a whole, need his time? Think now, how many persons are interested directly in earning and securing their livelihood under his leadership. Don't you think he owes that time to them, and should employ it in looking after the preservation of this business?

There comes a time in the careers of business men when the mere daily struggle for profit is of minor importance, and their chief concern becomes that of seeing that their full obligations to their fellowmen are discharged without fear or favor, and Mr. Bowser and Mr. Polhamus are fast approaching that period in life.

At a dinner given to the heads of departments at Fort Wayne several months ago, Mr. Polhamus, among other things said the greatest responsibility he felt was that of his duty to the some three thousand persons who are dependent upon the preservation and advancement of our business for their welfare. Think of the hundreds of persons, employees and the different members of their families, who are pleasantly situated, who have homes partly paid for and who are educating children. Those are the persons to whom he referred. Do you think that responsibility lies lightly upon his mind? You would not think so if you had heard him speak. It was evident to every one of his hearers that he was in earnest and that this was the greatest responsibility of his life.

During the days when the older salesmen came in to visit, the tanks could be hauled to the station in a one-horse wagon; there was a time when Tom DeVilbiss worked in the factory part of the day and was bookkeeper the balance of the day. Today, we have our own railroad track, hydraulic elevators to lower and raise the cars, and it requires more than one hundred and fifty office employees in our Fort Wayne office alone. In order to properly look after the interests of our salesmen, departments were of necessity organized, and the heads of these departments are responsible to the officers for the proper handling of their part of the business. In no other way could the interests of the salesmen be conserved. The officers must have time to consider the general conditions of business, the developments of different branches of commerce, and the openings for the sale of our product. Our business must be planned to meet the needs of the future, and rules must be put into effect which will operate our business to the best interests of all concerned. These are the questions which take up the time of our officers.

Now let us be frank, let us ask the old salesman if he takes the proper interest in these developments. Do you come into the Fort Wayne office and make yourself agreeable to the heads of departments, to the new fellows who are working just as hard for our business as you are? Do you make yourself agreeable to Mr. Polhamus and Mr. Bechtel and help them in their efforts, by conforming to the necessary rules of the business? In other words, are you progressive? We all love the old time salesman, but we WORSHIP the old time salesman who is broad enough to accept new methods and add them to his already wonderful stock of experience.

In conclusion, allow us to say, that we will for comparison, place alongside of any four men in the country, Mr. Bowser, Mr. Polhamus, Mr. Dunkelberg and Mr. Bechtel, as to their honest appreciation of the salesmen, and when their responsibilities and demands are such that they feel it becomes necessary to curtail their time in visiting with the old-time salesman, they are the ones who feel the loss more than the salesman does himself.

Boston Notes

Noting in the last issue of the BOOMER that you have given us a gentle knock on our literary powers on account of receiving no contributions from Boston Office, we thought best to let you hear from us, and further, we would assure you that we have a little news and can find time to write it, although we are very busy holding on to that Cup. We are not predicting that we will win it, but we have a strong feeling that the office that beats us out will have to travel some. Let us hope the best office wins.

Quite an interest has been manifested in the Cane Contest, and although the winners have not yet been announced, we expect to see several of our men among the leaders.

Several of the boys are away on their vacations; Chase, Jordan and Freeman being away at this time. We expect to have a fish story to rival that of Crandall's when Jordan gets back.

Another of our salesmen has been "caught in the toils." This time it is Mr. J. R. Sibley, who was married on the Q.T., some three weeks ago. We know now, why he was rather backward in looking after one of the office young ladies at a recent picnic.

Mr. Anderson made a flying trip to New York last week. Possibly, had Devereux known it, he might have wired Hatmaker to "burn all the bridges ahead of him."

We regret having to advise of the illness of Mr. Lewis Smith, who has been confined to his home for a few days. Smith's recovery will soon be evidenced by the number of orders he will send in, for he always gets his share.

We have been after D. J. Seymour for a photograph of himself in his Buick Car, "Bowser," with which he "does" Rhode Island. Seymour is very bashful about sitting for a picture anyhow, but we would take a chance if we were in his place.

We hope to have two winners in Boston this year; in addition to our ball team's winning the world's championship, we expect to celebrate the winning of the Cup also. By the way, did you notice the similarity of the races? As our ball team is noted for its strength at the finish, we consider it a good omen for us, so keep your eye on us in the final leg.

Good luck to the BOOMER.

* * *

We were very much gratified to note that our request for news items of special interest for the BOOMER has elicited a number of replies. A bad fire which destroyed a garage and injured one man, as related, is one of the items which we have received. It is another endorsement of the phrase, "I told you so."

Our Los Angeles salesman, Mr. F. H. Olds, called upon the garage owner in June, and after informing the proprietor of his business, was told that at that time they

could not afford to put in an equipment, but would consider the matter in September. However, Mr. Olds was on the job sometime in July, not waiting for September to roll around, and discovered that shortly after his original call, a fire had destroyed the garage and contents, including six automobiles. The manager very freely admitted that the fire would not have occurred had he been handling his gasoline in a Bowser Tank. The gasoline had been stored in a faucet tank inside the garage. The night man placed a five-gallon pail in position, opened the faucet to fill it, and then proceeded to light his pipe, when the gasoline was running. Result: A blaze; the man too badly burned to turn off the faucet, and a minute later an explosion, that blew off the roof and tore out a part of the side wall. Five barrels of lubricating oil that had just been taken in, burned, and no doubt, it was a hot fire.

The fire left them in a bad way financially, but they are organizing a new company, and Mr. Olds sold them a nice order for equipment to properly handle their gasoline.

It is very easy for us to appreciate how this calamity might have been obviated, had this garage owner placed his order in June, when Mr. Olds called the first time.

* * *

Last Monday morning, after some of the old reliable stake horses got back from their vacations, we were treated to a sight good for sore eyes or for the grumps. It was a bunch of orders in one mail which listened like

A. G. RATLIFF, - - - - -	15 points
J. C. OLSON, - - - - -	25 "
J. P. O'NEIL, - - - - -	22 "
T. C. POTTS, - - - - -	7 "
A. W. DORSCH, - - - - -	15 "
R. E. CHRONE, - - - - -	40 "
G. E. BOWEN, - - - - -	26 "
J. D. DUBOIS, - - - - -	13 "
F. T. STEPHENSON, - - - - -	17 "
M. C. BENHAM, - - - - -	35 "
H. N. STEVICK, - - - - -	10 "
E. L. MILLIRON, - - - - -	6 "
GEO. E. BENTEL, - - - - -	22 "
R. L. DUNCAN, - - - - -	15 "
H. C. CONNOLLY, - - - - -	7 "
G. L. WOMBLE, - - - - -	9 "
J. T. SMITH, - - - - -	6 "
F. J. GARDNER, - - - - -	18 "
J. N. DIETCH, - - - - -	17 "
L. P. MURRAY, - - - - -	15 "
L. HENDERSON, - - - - -	8 "
J. M. SITTON, - - - - -	13 "

Total, - - - - - 361 points

Average 22 men, - - - - - 16½ "

What do you think of that for one bunch from the Ft. Wayne general line sales department?

After we had some of our roasts on the branch offices in print, the mails brought us some nice items of interest. We are printing some of the items and also allowing our knocks to stand, but we certainly feel encouraged over the interest shown by the branches. Nothing like patience and persistence, to get what you want.—That's the BOOMER's policy.

* * *

We notice that the Boston correspondent whose magnanimity caused him to submerge his individuality, in the interests of the common good and general uplift, shows the sportsman's calibre by saying he hopes the best office wins in the Cup race. That sounds good, and is absolutely above criticism, still we are just iconoclastic or pessimistic enough to wonder if he doesn't feel pretty sure about Boston office winning, and thereby adding to its glory. Shame on us for thinking such a thing.

* * *

A new Bowser man, L. R. Ginther, started out on the 23rd of August for the Ft. Wayne general line sales department. His first days work was the 25th, and that day he closed three orders, sales amounting to twelve points. Holy Smoke! what's going to happen to us if these new men keep showing us up that way?

* * *

Discovered—Our Editorial Department has been reading night and day since Mr. Bechtel sprung that "innocuous desuetude," and we found it in Grover Cleveland's Message to Congress some fifteen or twenty years ago. President Cleveland became discouraged with the lack of action on the part of his Congress, and that's what he called the bunch. Our honored and lamented Ex-President was bold and handy when it came to presenting attractive words and phrases. We believe he was the writer who stood the young word "anywhere" on its feet and pushed it out into the sea of literature. "Troublous times" was another favorite of his, which, while unusual, is not new, as it has been used in the Bible and by Spencer, Shakespeare, Cleveland and Hal Storr.

* * *

Talk about new men, here is another. A. L. Byrd started on general line work in Georgia, on the 17th of August and at this writing, August 30th, we have received from him, orders amounting to sixty points. Hats off to the new fellows.

* * *

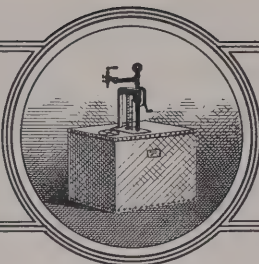
The Ft. Wayne general line started another new one last week, Jake Whistler. Jake looks good to us.

* * *

Speaking of Mr. Savercool as "E. M. S." sounds like the name of a car, doesn't it?



Here is the mast. Have you decided to try to be the first of the general line men to nail that 325 points to it?



The Cup Race

We note herewith the standing of the Branch Offices in connection with the Cup Race at the end of the second period—August 31st.

Mr. Anderson, of the Boston Office, has won the Cup during the first two legs, which cinches for him either First or Second Prize. We presume that Mr. Anderson feels pretty sure of First. The First Prize, which is the Loving Cup, goes to the Office which makes the highest percentage of its quota during the year, and if it is not won by the Boston Office, the Second Prize will go to Mr. Anderson, because of his winning the Cup during two sections of the three. It was our expectation, when this Race was started that the Cup would circulate around the country from one office to another, but Anderson grabbed onto it and has hogged the whole thing, keeping the Cup in the Boston Office all year.

The race for second position is certainly interesting, as the second period showed a difference between New York and San Francisco of 16/100 of 1%, with the Toronto and Fort Wayne General Line Offices less than 10% away; in fact, a difference of 9% covers the four offices, New York, San Francisco, Toronto and Fort Wayne.

As to the standing covering the eight months of this year, ending August 31st, the Boston Office leads by 9% over New York, New York leads San Francisco by 5%, San Francisco leads the Fort Wayne Office by 1½%, while the Fort Wayne General Line, leads Toronto by 3½%, Toronto leading Chicago by less than 3% and Chicago leading Philadelphia by 2%. The Boston Office has a pretty long lead in the Race, still, they have not won the Cup.

We had a confidential talk the other day with Mr. Zahrt and Mr. McConnell, and it seems that the Fort Wayne General Line Department must be considered in connection with this Race. A number of strong new men have taken the field, and confidentially, we saw a letter in process of construction the other day for the District Superintendents, which makes dire threats upon their lives and property if the Fort Wayne Office fails to win the Cup. Two mornings lately, we have seen bunches of orders coming to the Fort Wayne General Line Office which would give the Manager of any other office a severe shock if he were to see them.

The Combined Railroad and Factory Sales Department has been disgraced, by holding the tail-end position for eight months, and while it is loaded with a tremendous

quota which seems to us now to put it out of the chances for winning the Prize, will make a great showing during the next four months. Mr. Corey has plans in operation which are bound to bring in a large volume of business between this and the first of the year, and we look to see a big jump in the percentage of the Factory Sales Department. We expect to see it come up into respectable society before the end of the year.



On the last day of August, Mr. C. M. Holbrook, of Boston, came to the front with a public garage order which is a peach. It calls for one 1,000-gallon ¾" tank, two four-barrel Type "B" tanks, two two-barrel Type "B" tanks, eleven Cut 44 pumps, one Cut 39 pump, twelve gallon meters, ½-ton chain hoist, cradle and barrel track, the order amounting to 129 points. That is certainly some order for a public garage, and we congratulate Mr. Holbrook upon his success in pulling it off.

* * *

Robert Sebastian Johnson, of Cleveland, put three clean hits into pickle on the second inst., bringing his batting average up 148 points. Johnson does that "three stunt" quite often; some day, when he feels energetic, he will pull off four.

* * *

The New York office reports the sale of a public garage outfit to Mr. Leopold Heller, St. Petersburg, Russia.

Bowser's Boomer

PUBLISHED MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA.

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

A pen can be driven, but the pencil must be "led."

* * *

At this writing, A. W. Dorsch has worked one day only in September, and he has landed a 23 point order. Now, if he works six days a week at that rate he will land 138 points, twenty six days a month will be 598, three hundred days a year will be 6,900 points, and if he keeps up that pace for fifteen years—wait a minute, my pipes going out.—

* * *

We have had one remarkable fish story this year, and it comes from Ben Brink, Mr. Bechtels genial private secretary. While Ben was at his summer home he sent us a report of a fishing trip which reads as follows: "Got skunked." While this article is not as exciting as some others, it bears the ear marks of one great virtue, that of truth.

* * *

Milliron, Lewis, McIntosh, Stewart, Bradfield, Bowen, Cragg and Dietch, all sent in fine bunches of orders during the first four days of September. Look out for Ft. Wayne on that Cup race.

* * *

During the first four days of September we heard from our Kansas missionaries, Olson, O'Neil and Hayes, with orders amounting to 57 points, the heavy guy getting the big end of the gate receipts with 24 points.

* * *

What is the name, please? R. L. Duncan? What have you to report? Orders amounting to 35 points? Why, MISTER DUNCAN, we are pleased to meet you—walk right up to the tower.

* * *

Geo. E. Bentel of Dallas, lands with the first article on the portable gasoline tank. He mentions Chrones' offer as being \$5.00 "Mex." Shame on you, Bentel.

* * *

We received on September 3rd from G. L. Womble, general line man, working in Texas, two orders representing 28 points. Nice work, Womble.

* * *

As we go to press, O. B. Fitch and J. D. Gumpfer, residents of Ft. Wayne, swell the General Line sales with eight orders.

Dan Ward is back. Twenty-four points for Dan as a starter.

* * *

J. S. Koff who joined Stata's band of pirates, recently, sends us 26 points during the first four days of September.

* * *

McCall blew open the month with an 81-point mess which we received September 4th.

* * *

Up steps J. B. Homsher and hits out a 30-point order for the 2nd day of September.

* * *

Tally 21 points for Ratliff, can't lose you, can they, Rat?

* * *

COMMENTS ON THE CUP RACE

In 'Frisco we notice Crandall is coming into his own by reaching second place. Smith and Stoddard crowded Bird out of the front seat.

That four in New York are still neck and neck. Scott crowded out Cook. Don't you care Cook, you discovered the North Pole.

In Canada, McIntosh leads Merickel, the others remaining the same as last month. Pretty tight fit between the two top ones.

In Boston, Seymour passes Smith again and Jordan comes up to third place. McGibney got the hook.

Gee! I'd hate to get one of those zero blanks. Don't they make you mad?

Bradfield just grabbed 23 in time to keep from falling out of the balloon, watch him scramble back this month.

Look at L. P. Murray, where did he come from, to jump right into eighth place?

J. N. Dietch landed on top in the Cup Race at Ft. Wayne.

Bachers slipped down only two holes, while laid up.

Ford pushed Potts back one peg.

The Germans still have it in Chicago.

Same thing in Philadelphia.

Cup Contest Monthly Comparison

We present on this page the standing of the salesmen from different districts who are in line to have their names engraved upon the District Manager's loving cup. We show the position of the men June 1st., July 1st., August 1st. and September 1st. You will note that there are some close races on.

FORT WAYNE GENERAL LINE

June 1, 1909	July 1, 1909	August 1, 1909	September 1, 1909
1. Bachers, H. P.	1. Bachers, H. P.	1. Bachers, H. P.	1. Dietch, J. N.
2. Dietch, J. N.	2. Dietch, J. N.	2. Dietch, J. N.	2. Ford, D. J.
3. Potts, T. C.	3. Potts, T. C.	3. Potts, T. C.	3. Bachers, H. P.
4. Ford, D. J.	4. Ford, D. J.	4. Ford, D. J.	4. Potts, T. C.
5. Barcus, J. C.	5. Cornell, A. B.	5. Hayes, E. P.	5. Hayes, E. P.
6. Hayes, E. P.	6. Hayes, E. P.	6. Cornell, A. B.	6. Cornet, A. B.
7. Cornell, A. B.	7. Barcus, J. C.	7. Cashman, P. F.	7. Chroner, R. E.
8. O'Neil, J. P.	8. Dorsch, A. W.	8. Benham, M. C.	8. Murray, L. P.
9. Chroner, R. E.	9. Ratliff, A. G.	9. Chroner, R. E.	9. Cashman, P. F.
10. Ratliff, A. G.	10. Smith, J. Theo.	10. Dorsch, A. W.	10. O'Neill, J. P.
11. Dorsch, A. W.	11. Benham, M. C.	11. O'Neil, J. P.	11. Benham, M. C.
12. Smith, J. Theo.	12. O'Neil, J. P.	12. Smith, J. Theo.	12. Smith, J. T.
13. Sheehan, J. S.	13. Chroner, R. E.	13. Medsker, J. H.	13. Dorsch, A. W.
14. Cashman, P. F.	14. Sheehan, J. S.	14. Smith, F. A.	14. Medsker, J. H.
15. Bowen, G. E.	15. Smith, F. A.	15. Sheehan, J. S.	15. Ratliff, A. G.
16. Homsher, J. E.	16. Medsker, J. H.	16. Ratliff, A. G.	16. McCall, W. I.
17. Homsher, F. B.	17. Duncan, R. L.	17. Bradfield, W.	17. Smith, F. A.
18. Benham, M. C.	18. Homsher, J. E.	18. Pinkerton, J. M.	18. Pinkerton, J. M.
19. McClure, R.	19. Sitton, J. M.	19. Duncan, R. L.	19. Sitton, J. M.
20. Pinkerton, J. M.	20. Clark, E. W.	20. Clark, E. W.	20. Duncan, R. L.
21. Sitton, J. M.	21. Pinkerton, J. M.	21. Sitton, J. M.	21. Sheehan, J. S.
22. Ward, D.	22. Cashman, P. F.	22. Bowen, G. E.	22. Homsher, J. E.
23. Clark, E. W.	23. Bowen, G. E.	23. Fitch, O. B.	23. Bradfield, W.

SAN FRANCISCO

1. Olds, F. H.	1. Smith, W. C.	1. Olds, F. H.	1. Olds, F. H.
2. Crandall, W. V.	2. Olds, F. H.	2. Smith, W. C.	2. Crandall, W. V.
3. Jenkinson, W. E.	3. Bird, E. R.	3. Jenkinson, W. E.	3. Jenkinson, W. E.
4. Stoddard, S. D.	4. Jenkinson, W. E.	4. Bird, E. R.	4. Smith, W. C.
5. Bird, E. R.	5. Crandall, W. V.	5. Crandall, W. V.	5. Stoddard, S. D.

NEW YORK

1. Devereux, F. W.	1. Devereux, F. W.	1. Devereux, F. W.	1. Devereux, F. W.
2. Eggleston, C. R.	2. Eggleston, C. R.	2. Eggleston, C. R.	2. Eggleston, C. R.
3. Hoffritz, C. W.	3. Hoffritz, C. W.	3. Hoffritz, C. W.	3. Hoffritz, C. W.
4. Dobson, H. E.	4. Dobson, H. E.	4. Dobson, H. E.	4. Dobson, H. E.
5. Dalgaard, H.	5. Cook, F. H.	5. Cook, F. H.	5. Scott, G. W.

BOSTON

1. Smith, L.	1. Seymour, D. J.	1. Smith, L.	1. Seymour, D. J.
2. McGibney, V.	2. Smith, L.	2. Seymour, D. J.	2. Smith, L.
3. Seymour, D. J.	3. McGibney, V.	3. Ring, N. A.	3. Jordan, M. S.
4. Connelly, J. F.	4. Ring, N. A.	4. McGibney, V.	4. Ring, N. A.
5. Fitzpatrick, W. J.	5. Connelly, J. F.	5. Jordan, M. S.	5. Chase, D. W.

TORONTO

1. McIntosh, A.	1. Merickel, J. W.	1. Merickel, J. W.	1. McIntosh, A.
2. Merickel, J. W.	2. McIntosh, A.	2. McIntosh, A.	2. Merickel, J. W.
3. Moffat, A. E.	3. Moffat, A. E.	3. Moffat, A. E.	3. Moffat, A. E.
4. Murphy, E. J.	4. Anderson, A.	4. Anderson, A.	4. Anderson, A.
5. Anderson, A.	5. Murphy, E. J.	5. Murphy, E. J.	5. Murphy, E. J.

CHICAGO

1. Heinen, J. B.	1. Heinen, J. B.	1. Heinen, J. B.	1. Heinen, J. B.
2. Hessenmueller, K. F.	2. Hessenmueller, K. F.	2. Hessenmueller, K. F.	2. Hessenmueller, K. F.

PHILADELPHIA

1. Denton, E. M.	1. Denton, E. M.	1. Denton, E. M.	1. Denton, E. M.
2. McCracken, J. O.	2. McCracken, J. O.	2. McCracken, J. O.	2. McCracken, J. O.

FORT WAYNE FACTORY SALES

1. Bigelow, G. W.	1. Bigelow, G. W.	1. Bigelow, G. W.	1. Bigelow, G. W.
2. Armstrong, J. H.	2. Armstrong, J. H.	2. Armstrong, J. H.	2. Armstrong, J. H.

THE FINISH OF THE CANE CONTEST

We are a little late in reporting the result of the cane contest, due to the fact that it was necessary to check Fort Wayne records with the Branch Office records and recheck in order to be right. Some of the cases had to be examined with microscopes in order to get the difference between some of the winners and some of the losers. We had to check with the 'Frisco office, hence the necessity for delay.

We present now the complete list of cane winners in the order in which the men finished. In our last issue, we mentioned the four men who had the highest percentages and secured the \$17.50 sticks, Merickel, Eggleston, Scott and Olds. Some of the salesmen got canes on a fluke, but some offices showed good records. Percentages ranged as high as 198, the lowest of the first four being 170.

The Boston Office made the best showing, everyone of its seven winners having over 100% of his quota, the highest being Mr. Reeves, with 157½%. The Toronto

Office had five men over 100%, while New York had six and two others over 90%. 'Frisco had four men over 100% with another 98½%. Fort Wayne Office got in bad, only five men beating 100%, J. N. Dietch missed it by about ½ of 1%, Cashman by less than 1½% and Medsker by less than 3%. Evidently the hot weather did not agree with the Fort Wayne bunch.

E. P. Hayes led the forty Fort Wayne General Line winners, just because the BOOMER, last January, said he was too fat to work in hot weather. He's got a mean disposition.

W. I. McCall worked four days in July and finished fourth. We suppose, figured on that basis, if he had worked thirty days, he would have finished thirtieth. No?

H. P. Bachers, the pool expert, finished in the twenty-three hole, while Clark, Bentel and Hafner just squeezed in under the big tent, and we are just kind enough not to mention the percentage.

FORT WAYNE GENERAL LINE

- | | | | |
|--------------------|---------------------|----------------------|---------------------|
| 1. Hayes, E. P. | 11. Potts, T. C. | 21. Gumpfer, J. D. | 31. Duncan, R. L. |
| 2. Olson, J. C. | 12. Chrono, R. E. | 22. Bradfield, W. | 32. Smith, F. A. |
| 3. Smith, J. Theo. | 13. Heintze, Max | 23. Bachers, H. P. | 33. Bolton, D. L. |
| 4. McCall, W. I. | 14. Inslee, W. D. | 24. McIntosh, R. E. | 34. Holmes, J. L. |
| 5. Murray, L. P. | 15. O'Neil, J. P. | 25. DuBois, J. D. | 35. Sheehan, J. S. |
| 6. Dietch, J. N. | 16. Benham, M. C. | 26. Gardner, F. J. | 36. Homsher, F. B. |
| 7. Cashman, P. F. | 17. Thompson, E. R. | 27. Dorsch, A. W. | 37. Milliron, F. L. |
| 8. Medsker, J. H. | 18. Fitch, O. B. | 28. Pinkerton, J. M. | 38. Hafner, G. W. |
| 9. Carson, E. K. | 19. Cornell, A. B. | 29. White, J. C. | 39. Bentel, G. E. |
| 10. Ford, D. J. | 20. Sitton, J. M. | 30. Henderson, L. | 40. Clark, E. W. |

SAN FRANCISCO

- | | | | |
|--------------------|---------------------|---------------------|----------------|
| 1. Olds, F. H. | 3. Jenkinson, W. E. | 5. Smith, W. C. | 7. Romer, Geo. |
| 2. Crandall, W. V. | 4. Laughrey, F. | 6. McCurdy, Geo. A. | |

NEW YORK

- | | | |
|---------------------|--------------------|------------------|
| 1. Eggleston, C. R. | 5. Devereux, F. W. | 8. Cook, F. H. |
| 2. Scott, G. W. | 6. Hoffritz, C. W. | 9. Dix, F. M. |
| 3. Saunders, C. E. | 7. Roberts, J. G. | 10. Weiss, J. G. |
| 4. Dobson, H. E. | | |

BOSTON

- | | | | |
|------------------|--------------------|------------------|------------------|
| 1. Reeves, J. E. | 3. Holbrook, C. M. | 5. Jordan, M. S. | 7. Sibley, J. R. |
| 2. Ring, N. A. | 4. Seymour, D. J. | 6. Smith, Lewis | |

TORONTO

- | | | | |
|--------------------|-------------------|------------------|------------------|
| 1. Merickel, J. W. | 3. Moffatt, A. E. | 5. Potter, T. C. | 7. Rosconi, Nap. |
| 2. Anderson, Abby | 4. McIntosh, A. | 6. Murphy, E. J. | |

CHICAGO

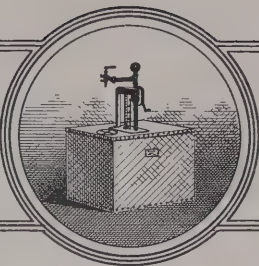
- | | | |
|-------------------------|--------------------|--------------------|
| 1. Hessenmueller, K. F. | 3. Lavery, A. | 5. Hemphill, E. F. |
| 2. Heinen, J. B. | 4. Thompson, O. A. | 6. Hance, Geo. R. |

PHILADELPHIA

- | | | |
|------------------------|---------------------|-------------------|
| 1. Eichelberger, W. F. | 2. McCracken, J. O. | 3. Quarles, G. R. |
|------------------------|---------------------|-------------------|

FORT WAYNE FACTORY SALES

- | | | |
|--------------------|-------------------|-------------------|
| 1. Taylor, S. F. | 3. Bigelow, G. W. | 5. Johnson, R. S. |
| 2. Connelly, J. J. | 4. Evans, C. B. | |



ACKNOWLEDGMENTS

At this writing we have had acknowledgments from only a few of the cane winners, as it is too early to hear from many. The originality, wit and good form displayed by some of the writers is very interesting and highly appreciated by the Officers of the Company. We reproduce just a sample. After we have had time to hear from the long-distance fellows, we hope to have more gems for publication.

TOPEKA, KANS., August, 5, 1909.

S. F. BOWSER & Co.,
Fort Wayne, Ind.

Gentlemen:—Please accept my thanks for the cane. It's a beauty, and it will always be a reminder of a pleasant and profitable contest.

Yours very truly,

J. P. O'NEIL.

* * *

CINCINNATI, OHIO, Sept. 8, 1909.

S. F. BOWSER & Co.,
Ft. Wayne, Ind.

Gentlemen:—It is very gratifying to me to be among the successful contestants, as the cane is surely a handsome one, and will be prized very highly by me.

You can rest assured that I will do everything in my power to make the remaining four months successful ones.

Very truly,

JOHN S. SHEEHAN.

* * *

CLEVELAND, OHIO, September 5, 1909.

TO THE OFFICIAL DISTRIBUTOR OF THE BOWSER BIG STICKS:—Greeting:

Now that I am the surprised recipient of a Bowser walking stick, my wife hauled me out of bed this morning and forced me to accompany her to church.

"Thus virtue hath its own reward."

In my sincere appreciation of this token, believe me,

Yours very truly,

T. CLARENCE POTTS.

* * *

UVALDE, TEX., September 7, 1909.

S. F. BOWSER & Co.,
Fort Wayne, Ind.

Gentlemen:—Beg to acknowledge receipt via Wells Fargo Express, of a most beautiful cane.

It is needless to say I shall prize this cane very much indeed, and endeavor to show my appreciation of your generosity by being in Class A at the end of the year.

To emphasize my appreciation, I am today sending you 38 $\frac{3}{4}$ points.

Yours very truly,

R. EUGENE CHRONE.

WICHITA, KANS., September 8, 1909.

S. F. BOWSER & Co.,
Fort Wayne, Ind.

Certainly is class to that stick you sent me, and I thank you very, very much for it.

I can see myself strolling up N. Lawrence Avenue on Sunday afternoons, attired in a Prince Willie, high hat, by Harry, and wearing a cane. Now, you stop.

"Great is Bowser and his works and his men."

Yours very truly,

E. P. HAYES.

* * *

STEVEN'S POINT, MO., September 4, 1909.

S. F. BOWSER & Co.,
Fort Wayne, Ind.

Yours at hand, informing me that I was one of the successful ones in cane contest. I haven't seen the cane, but have no doubt it is a handsome prize.

I am not at present time in need of walking stick, either for style or on account of any physical ailment, however, can't tell how soon I may need it for both the above-mentioned reasons, and if I never use it, it will be a source of pleasure in my declining years to say to my grandchildren, see, what I won by my superior salesmanship, and I will always have something to remind me of the pleasant relations enjoyed with the S. F. Bowser Co.

Sincerely thanking you for this prize, I remain,

Yours very truly,

R. L. DUNCAN.

* * *

DICKSON, TENN. September 5, 1909.

S. F. BOWSER & Co.,
Fort Wayne, Ind.

Gentlemen:—I received the beautiful cane by Express this morning, that was awarded me in the recent contest, and I hasten to acknowledge the receipt thereof, and express to you my most sincere thanks for so elegant a gift. It bears out the well-established reputation of the "Bowser Combination" or "Bowser Family," that nothing is ever done by halves, and that they hold their salesmen in the highest regard possible, consistent with meritorious service, and loyalty on the part of the salesman.

It certainly is a very handsome piece of work, and I prize it very highly on account of its intrinsic value, but this does not represent the one thousandth part of my real appreciation of the gift. My real and actual appreciation is to be found when I consider the donors, and the kind motive that prompted the givers of the gift. It is an evidence of an appreciation on the part of an employer of a service rendered by an employee.

Gentlemen of the Executive Staff, one and ALL, again I thank you.

Very sincerely yours,

J. D. DUBOIS.

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

We have lately had the pleasure of reading some very interesting general letters sent out by some of the Fort Wayne District Superintendents. It seems that a great deal of pride has sprung up among the Superintendents, as every one of them is anxious to make his District show up well at the end of the year. That is a very natural and laudable ambition, and we should say that it is the natural product of a healthy, energetic mind. We are glad to see that the salesmen are taking the same interest in their respective districts and in the efforts of the District Superintendents with whom they are associated. It all helps, but the thing that interests the BOOMER is the scintillating literary ability uncovered. Now, when we need a new reporter we shall know where to get him.

* * *

Just as we go to press we are presented with a private garage order from Toronto, by Mr. A. E. Moffatt, amounting to 47 points. The order includes an 11-barrel gasoline tank, 2 type "B" tanks, 3 Cut 41 pumps, nickel plated, 3 gallon meters, nozzle filter, hose, etc., etc. That's the stuff. The Bowser equipment should be the finest part of a nice garage equipment, and should be made to correspond with the other surroundings in connection with a beautiful home.

* * *

Many of our men will remember our old friend, George A. Sill, and will be pleased to know that announcements were received during August of his marriage. Sill has our best wishes. He made many friends in the Bowser Army and his name is often mentioned when the gang gets together.

* * *

C. M. Carpenter, recently of Central New York, called and made arrangements to represent the BOOMER in St. Louis. We expect some good returns from the Southwest. As a side line, Mr. Carpenter will sell Bowser Tanks. C. M. is a brother of Clint, but he can't help that.

* * *

T. C. Potts was in last week and suggests, that in addition to our opening the skylights in the BOOMER Offices, we have them lined with asbestos for the next District Superintendents' Meeting. Potts must have met that crowd.

* * *

T. E. Edey, a new man in Alberta, Canada, started his Bowser career with a 15 point order. Nice start, many happy returns.

We got out our zero blanks ahead of Cook and Peary, so we're right in style, ain't it?

* * *

George Bowen's first contribution for September was a 20 point order. Great work, George.

* * *

Dobson, of New York City, put in a 61 point garage order as an opener for September.

* * *

McIntosh, of Toronto, landed a 71 point order during the last week in August.

* * *

THE EVOLUTION OF THE BOOMER

H. W. FISHER

There are restrictions to all things, even to the prolific mind of the Editor. As an excuse for an article concerning the BOOMER, we emulate the example set by one of the popular magazines.

We are just inflated enough to have the audacity to toot our own horn, for if we don't, nobody else will. It won't be long before the reference to the North Pole, as a joke, will be as antiquated as "Editorial Perspicacity," so consequently, we are going to get in on the ground floor and venture the assertion that Peary or Cook have not in their efforts to reach the pole, suffered the mental struggles to which the Editor is subjected.

The life of the BOOMER covers a number of years. We are cranks on style and proper typographical arrangement—(perhaps you have noticed it.) Very few of the readers are conscious of the effort (and gray matter?) which goes into an edition of the BOOMER. To relate the process of production of one issue of the BOOMER in chronological order might be interesting.

To begin with, the matter is prepared from the source, previously mentioned, and from matter sent in from the branch offices (?) and from other sources. After it is thrashed into shape, it is sent post haste to the printer who after a day or two of contortions, sends back a few galley's of dope. If we find, after a proof reading, that it contains less than twenty errors, we consider it a fair criterion of some typesetting perfection.

After the matter is pruned, clipped and arranged in a dummy, it is again returned to the printer who takes another lease of our time by making up a page proof, with a few of the errors previously marked, corrected, and another day is consumed. After two or three revised proofs have been looked over carefully, and we have scratched ourselves baldheaded and "burned the midnight oil," with much fear and trepidation, we allow the BOOMER to go to press, and hold our breath when reading the "Perfect" BOOMER, for fear we shall observe a question mark upside down. Such things have been known to happen.

If any of you fellows think you have a hard row to hoe, selling tanks, make application for a position on the tenth floor for "we want men," and take a whack at a production of the BOOMER. If you don't hike for the woods before you get enough scratches on paper to fill one column, you certainly have the qualifications fitted to write "Pilgrim's Progress."

DALLAS, TEX., August 30, 1909.

EDITOR BOWSER BOOMER,
Fort Wayne, Ind.

Dear Sir:—I note Chrome's offer of \$5.00 Mex. for a portable tank demonstration. Anyone who can sell Cut 39 in South Texas, and looks with scorn upon a poor customer who might offer to buy Bowser equipment less than 5 or 10 barrels 12 gauge, is only bluffing when he makes such an offer. Like White's offer of a Stetson hat to anyone who would sell a self-measuring tank in the town of Calvert.

As my territory is mostly sand and sticks, where the festive honk of the auto is never heard, I don't get much chance to talk portables. However, I have one town where the auto business is opening up, and have been fortunate enough to sell several of these tanks.

I hand you herewith my demonstration on this. If it is too long, and you wish to use it, you may use the shears and blue pencil.

Yours very truly,

GEO. E. BENTEL.

* * *

APPROACH	{	Garage (1). Salesroom (2).
DEMONSTRATION	{	Description { Perfection to which Bowser Tanks have attained. The "Portable" a perfect tank. Length of time to build, welding, steel, skilled employees, expensive materials used, tests subject to.
	{	Equipment { S. M. pump, valves, hose, nozzle, brakes, wheels, bearings, gauge, register and slip box. Weight, dimensions, etc.
	{	Garage { Completion of Bowser system. Elimination of personal equation in filling.
ARGUMENT	{	Salesroom { No expensive installation. Advertisement (3). Comparison with other salesrooms (4).
	{	Filling { Sidewalk filling. Ease of filling. No slop on car seats, etc.
	{	Insurance Features { Absolute safety. Danger without insurance (5). Evaporation proof. Length of service. Letters (6).
OBJECTION	{	Price { Really inexpensive. Why Bowser tanks are cheap; immense output, purchase of material in quantity, tanks in use today, small profit to factory.
	{	Can't Afford { Can't afford loss of business from fire (7). Loss of time and labor (8). Necessity, not a luxury.
CLOSE	{	{ Growth of business (9). Competition: Can you afford to experiment (10)? No competition (11).

In the approach to a salesroom, where gasoline is only used for demonstrating the cars and they keep it in 5 gallon cans, I start to explain our regular Cut 41 with large tank. I am at once met with the objection that they would not care to buy any tank over 50 or 60 gallons. Then state, "Why, I have exactly the kind of tank you need," and open up on the Portable. My garage approach presumes that the customer already has our Cut 41, etc., and nine times out of ten he has installed it in some far off corner of the garage, where it is extremely hard to run the cars up to it for filling, especially when the garage is crowded, which is most always, in a city garage. The demonstration I make very thorough, laying stress on whatever points seem to appeal to customer; note (3) and (4). I emphasize the fact that modern equipment in auto business is as necessary as in other lines, the impression that it gives the possible purchaser of a car, that his competitors have installed this equipment, I ask him if his auto is not as good a car as his competitor's, and why he should hazard the chance of a sale, by not having an up-to-date and modernly equipped place, etc.

Note (5); I use our little cut of the Cadillac fire at Indianapolis, showing that use of the Portable would have avoided this. This always seems to make a good impression.

Note (6); I use about ten letters, with features of economy, etc., underscored. (Will send this list to anyone who asks for it.)

Notes (7) and (8); In note No. 7 I generally use local illustration if possible, and make it strong. In note No. 8 I use concrete example, asking him how much he pays the boy to fill the cars, and prove from this that tank would pay for itself in a short time from this feature alone.

Competition.—I use no competitors' names, classifying all tanks as Bowser's and the other kind. I say, "you hesitate to pay the price for this tank, can you afford to spend nearly that much for an experiment?" I then cite him to local concerns who have experimented, and I was obliged to take up equipment at a heavy loss to purchaser.

That there is really no competition in this business, although as with all successful concerns, there is some "imitation."

That the word "Bowser" on a tank is like "John Deere" on a plow, and then impress him that he pays nothing for this name or warranty.

So far, I have found only the two objections—"price too high" and "can't afford," and with a careful study of the description of this tank, these arguments ought to be overcome with any reasonable customer.

Note (9); Auto business is in its infancy, must provide for future growth. Customer has gone into this business to make money, why not protect it as he would any other business?

All the above illustrations can be varied, enlarged or cut out as salesman reads his customer.

TORONTO, ONT., August 27, 1909.

"BOWSER BOOMER,"

10th Floor, Boomer Building,

S. F. BOWSER & Co.,

Fort Wayne, Ind.

Gentlemen:—Ever since the organization of the Canadian Branch of S. F. Bowser & Co., our employees have envied the employees of S. F. Bowser & Co., Fort Wayne, Ind., on their annual excursion and picnic day.

A couple of months ago, our worthy President promised us a day's recreation, and it is needless for us to say that it was greatly appreciated by everyone. When we announced that we had decided on a trip to Niagara Falls on Saturday, August 14th, there was great rejoicing in the Camp. Only those who have been privileged to visit this picturesque spot can appreciate the excellent opportunities it affords for a day's outing.

We embarked on the S.S. "Cayuga," at 7.30 A.M. and all hands were on deck when the vessel backed out of the harbor. The day was all that could be asked for and the trip, consequently, was delightful. One notable feature of the party was the well-filled baskets each one carried. Our voyage across the Lake lasted exactly three hours. We landed at Lewiston and then took the World's Famous Gorge Route to Niagara Falls, N. Y. The scenery along this route has been enjoyed by people from all quarters of the Globe. Space will not allow us to elaborate on the beauties of this seven-mile trip.

Immediately upon our arrival at Niagara Falls, tables were secured from different parts of the beautiful park overlooking the Falls, and the baskets which hitherto would have been a burden, were it not for the thought of the hidden treasure they contained, were then brought forth and deprived of their contents. Without any exaggeration, the repast was one that would do honor to the King.

After the cravings of the inner man had been satiated, our genial Factory Superintendent, Mr. Cummings, took a snap-shot at our physiognomy (whatever that is), but unfortunately the plate proved to be spoilt. We don't suppose, however, that it was the fault of the man behind

nor the crowd in front. We regret this very much, as it was our intention to supply the BOOMER with a photo of the Canadian contingent. After this operation, the crowd divided in bunches, and proceeded to enjoy the balance of the day to their hearts' content.

At 6 P.M., our crowd, amounting to somewhere over one hundred, came pouring in on the gang planks, ready for the return voyage. Our return trip, we are sorry to say, was not quite as pleasant for some as the morning trip, owing to a nice breeze that had rippled the bosom of the deep throughout the day. Whether the rolling of the boat was the direct cause of some ill-feeling in which the inner man balked, or whether the occupants were not accustomed to the climate, refreshments, etc., served by Uncle Sam, is a question.

We are confident that our Home Office employees will certainly envy us for the pleasant day spent at Niagara Falls.

It is to be hoped that our worthy President, Mr. S. F. Bowser, will be able to accompany us, providing we are permitted to celebrate a similar event next year.

Yours very truly,

L. SWARTZ.

* * *

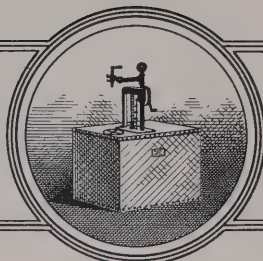


Standing of offices for third period at close of business Sept. 11.

Cheerfulness is a thing to be more profoundly grateful for than all that genius ever inspired or talent ever accomplished. Next best to natural, spontaneous cheeriness is deliberate, intended and persistent cheeriness, which we can create, can cultivate and can so foster and cherish that after a few years the world will never suspect that it was not an hereditary gift.

—Helen Hunt Jackson.

BOWSER'S



BOOMER

CIRCULATION LESS THAN A MILLION A WEEK

Vol. IV

SEPTEMBER 22, 1909

No. 14



BOSTON

NEW YORK

FORT WAYNE GENERAL LINE

SAN FRANCISCO

TORONTO

FACTORY AND RAILROAD

CHICAGO

PHILADELPHIA

We publish herewith the relative positions of offices in the third section of the Cup Race, and the lines show by their length the comparative distances between them. There are some tight fits down the line, Boston, of course, way out in the lead, with New York, Fort Wayne and Frisco fighting hard for the place. There is just 3% between New York and Fort Wayne, with the latter running easy and ready to respond to the whip when it is pulled.

When it comes to prognosticating results; the BOOMER is "Number One A," as one of our Hebrew friends says. Last week we said the Factory and Railroad Sales Department would come up into respectable company, and look! Third place right away. Now, we will go you one better and prognosticate that the Fort Wayne General Line Sales Department will draw the whip and wear down New York and maybe Boston.

Watch this spot. Later on, if we are right, we will call your attention to it; if we are wrong, we will have no room for remarks. "I guess editors ain't got no sense, vhat?"

* * *

It seems that through some unknown manner, the name of Mr. E. R. Bird, of San Francisco, got thrown into the discard when the list of cane winners was made up, and unfortunately, it was not discovered until after the canes had gone out and the announcement had been made in the BOOMER.

We find, upon investigation, that Mr. Bird made a fine record, his percentage amounting to $102\frac{8}{10}$, which places him in fifth place on the San Francisco list. A special "Red Sticker" rush order has been sent to Marshall Field's, to ship a cane to Mr. Bird, and we hasten to make this announcement in the BOOMER, and to say that all hands regret the fact that through a clerical error, the name of Mr. Bird slipped from the list.

One of the largest installations which the Bowser Company has made was in the Indiana Steel Company's plant at Gary, Indiana.

On April 12, 1909, we proposed to furnish tanks, pumps and accessories to equip the Central Oiling Station at the Gary Works with a complete system of oil storage and distribution.

The equipment consisted of twenty-one storage tanks with an aggregate capacity of one hundred and twenty seven thousand gallons. There were eight tanks of fifteen thousand gallons capacity each. Tank No. 5 is illustrated and shows one of these fifteen thousand gallon tanks for Arctic Machine Oil. There were twelve tanks of five hundred gallons capacity and one, one thousand gallon tank for gasoline. The pumps used for handling the oils were eight, Cut 150, self-measuring power pumps, and twenty-one, Cut 41, long distance, self-measuring hand pumps.

This is the largest single oil storage equipment which we have installed, and is only beaten in size by the large storage equipment put in from time to time for such firms as the Singer Sewing Machine Company at Kilbowie, Scotland, Witenburg, Germany and their factories in the United States and Canada; the Glidden Varnish Company of Cleveland, and other large storage plants.

The negotiations were carried on for us by J. W. Runyan, Manager Insurance and Safety Department.

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

Good morning, did you wear a cane Sunday?

* * *

We don't blame you for getting sore, when you get a zero blank. It would make us sore too.

* * *

Did any of you gentlemen notice in this month's issue of "Factory" the two-page write-up of the Bowser outfits, by Mr. Wm. M. Davis? The article is entitled "One Gallon of Oil Instead of Two."

This article would be worth while looking up and possibly carrying with you, as it shows a complete installation and gives remarkably good treatment of the oil storage question. We have been quite interested of late to see some of the arguments used by experts aside from Bowser salesmen. For instance, in this article the gentleman makes use of the following language: "A pound of clean, dry waste will absorb its own weight in oil. In one plant the oily waste was burned, \$900.00 thrown in the boiler furnace every year."

In connection with an article printed in "System" this month, a gentleman makes use of the following argument: "In one plant there was \$7.50 worth of oil in each wheelbarrow load of sawdust scraped up from the floor and wheeled to the dump."

Unsolicited write-ups of this kind are very strong arguments in favor of Bowser goods, and we like to see the salesmen take the full advantage of such opportunities for arguments.

* * *

We are pleased to see the mention of the promotion of Mr. J. H. McConnell to the position of Sales Manager of the Fort Wayne General Line Department, and of Mr. Zahrt to a more responsible one. McConnell has for some time been holding down the job with great credit and with modest demeanor. The BOOMER delights in the promotion of these gentlemen as they have both been regular subscribers and almost constant readers and they realize that they owe their success entirely to the influence of the BOOMER.

* * *

Keep all your zero blanks; they are as valuable as cigar coupons and can all be cashed in the first of the year. All you will have to do is to put them in a neat package and hand them to Mr. Polhamus. If you have the correct number of zero blanks, he will hand you something in return, but you want to have your asbestos gloves on when you receive it.

* * *

As forecasted by a recent BOOMER, the Fort Wayne Factory and Railroad Department is coming to the front with some nice business. Last week they landed one railroad order for 275 points and a number of outfits for dry cleaning plants, besides their regular grist of factory business.

We have a letter from C. R. Frierson, from Latta, S. C., in which he tells of his efforts in connection with a private garage order which he sold recently. The party upon whom Mr. Frierson called had been advised to buy a Bowser outfit, and he had been told that he could get one for \$40.00. Mr. Frierson relates how he talked this man up to a Cut 41 and from a one-barrel to a three-barrel, after which he included a filter, the order amounting to between 7½ and 8 points. That's nice work, when you consider the location and the conditions, and that sort of effort makes a big difference in a man's earnings at the end of a year.

* * *

A reporter for the BOOMER caught Mr. McConnell in a confidential mood yesterday and got an interview with him with reference to general sales conditions throughout the Bowser organization, and McConnell volunteered the opinion that before the end of October the Fort Wayne Sales Department would make these Branch Office Managers look like a lot of spanked boys. That is pretty cheasty talk, but it looks as though Mack has the goods.

* * *

H. P. Bachers celebrated his return from the hospital by landing a general store order for two 9-barrel Cut 41's and one 4-barrel Cut 42, which we think will help some toward his getting back into the easy chair at the head of the Cup Race.

* * *

Not another article in connection with the Chrone prize for the best write-up on Wheel Tank and Gallon Meter. Talk about a cinch for Bentel, if that's the way you feel about it, we might as well send him the five.

* * *

We have heard it rumored that McConnell intends, at the first of the year, to present \$5,000.00 in gold to each of the five highest men in the Fort Wayne Sales Department, the money to be donated from his private fortune.

* * *

V. M. Scroggs, who entered our employ at San Francisco, August 5th, delivered, among other orders the first month a 38-point dry cleaning equipment. This is going some for a new man.

* * *

F. H. Olds, of California, celebrated the winning of one of the big canes by sending us a 52-point order, received in Fort Wayne on the 14th.

* * *

Last week Napoleon Rosconi, of Toronto, landed on a shoe manufacturing concern for a 51-point order.

* * *

J. R. Sibley, of the Factory Sales Department, of Boston, has registered during the last week with 161 points.



MR. W. G. ZAHRT



MR. J. H. MCCONNELL

Fort Wayne, Ind., U. S. A.,

September 20, 1909.

HEADS OF ALL DEPARTMENTS, SALES MANAGERS, DISTRICT SUPERINTENDENTS AND SALESMEN;

Gentlemen:

Owing to the increase in our business the following changes will become effective October 1st:

Mr. W. G. Zahrt, who has so ably and capably handled the Fort Wayne General Line Sales Department, will take charge of the Branch Offices, relieving Mr. Bechtel largely of the responsibility of seeing that these Offices are properly handled, so that Mr. Bechtel may give the business in general more of his time.

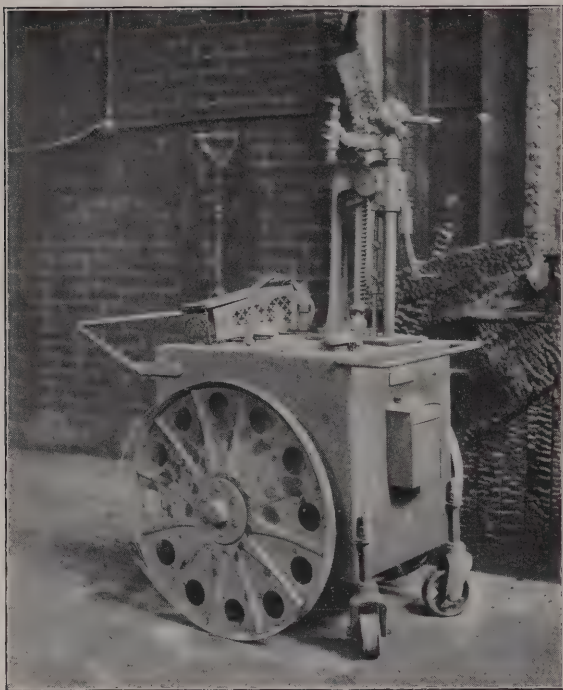
Mr. J. H. McConnell, who has been so acceptably assisting Mr. Zahrt, will become Manager of the Fort Wayne General Line Sales Department.

We bespeak for both Mr. Zahrt and Mr. McConnell the hearty cooperation of our entire organization in their new positions, and trust both will be made glad by the improved business coming from the respective departments of which they will have charge.

Yours very truly,

S. F. BOWSER & CO. (Inc.)

General Manager.



There was recently quite a fire in connection with The Berwine Automobile Company, of Allentown, Pa.

In this garage was one of our Cut 121 Portable Gasolene Tanks, containing thirty-five gallons of gasolene. This tank went through about as severe a test as it is possible to have, and we are pleased to say that it was proof against explosion, fire, etc., and contributed in no way to the damage done in the garage.

The question of handling gasolene in a portable container in connection with the garage or factory, is one which has in the past been given a great deal of consideration and experimentation. It is a question which was of vital importance to the insurance fraternity and one upon which the boards of fire underwriters sat with extreme deliberation before admitting that they felt we had perfected a tank which could be depended upon to handle safely fifty gallons of gasolene in a movable vehicle. We now know that we have a fire proof apparatus. Our men need have no hesitancy whatever in assuring and guaranteeing that this tank will protect life and property absolutely; that it will go through any kind of a fire; can be knocked about in most any old way, and still be absolutely safe.

The tank is made of quarter-inch steel, without a seam or rivet in it, every part being welded instead of riveted. This welding is done by a special oxy-acetylene gas weld process, the equipment for which is found in only a few of the best equipped shops in this country, the welding is done under a temperature of 6300°.

When it comes to the actual value to the owner in point of convenience, in addition to the safety, there is no article among the Bowser products that delivers more for the money, or into which enters so large a proportion in the cost of production.

We were fortunate in securing from our Mr. Hoffritz a photograph of the wheel tank which went through the Berwine garage fire, and present a picture of same herewith. We will produce copies of these pictures in the proper size for carrying with color-plates for any of the men who request them.

In a special garage number of the "Horseless Age," published last April, there were illustrations and reading matter given, with reference to a great number of public and private garages throughout the United States.

We notice in this connection that in nearly all of the places mentioned that the Bowser equipment was in use, and by actual count we found that the name "Bowser" in connection with the oil storage was mentioned sixty-five times in this one issue. Isn't that a great illustration of the popularity and preeminence of the Bowser product in connection with the garage trade? Think of the garage write-up in the regular course of the reading matter mentioning the Bowser product sixty-five times, and we give you our word that we had nothing whatever to do in connection with an effort to influence the writer of this article in the least. The "Horseless Age" is a paper, which, in the first place, could not be influenced, and in the second place, we do not have to use influence, for the reason that our product is so universally known.

In connection with this garage number, in order to help in withholding our immense prestige, we secured the space on the back cover in the number in question and carried there a full-page advertisement in two colors, but that had no influence, whatever, with the reading matter inside of the publication. To illustrate again the standing of the Bowser Company in the business world, we will say that immediately arrangements were made for publishing this special garage edition, we were notified of it and were given the first option for three days, in which time we were to decide whether or not we wished to use the space. We mention matters of this kind for the purpose of illustrating to our salesmen the efforts that we make in helping to establish and uphold the greatest possible prestige in our chosen field.

* * *

CHICAGO, September 17, 1909.

EDITOR OF BOOMER,

Fort Wayne, Indiana.

In an endeavor to comply with your many requests for notes for the BOOMER, we are pleased to record that our Mr. R. H. Sherlock secured an order for gasolene outfit from a customer who had been called upon almost continuously for a period of three years. Mr. Sherlock has had three predecessors in the same number of years in the territory, and they all worked faithfully on this prospect, but to no avail, finally constant hammering produced the results, and we have the order.

The moral of this is that Perseverance is "It."

Very truly yours,

R. S. COLWELL.

* * *

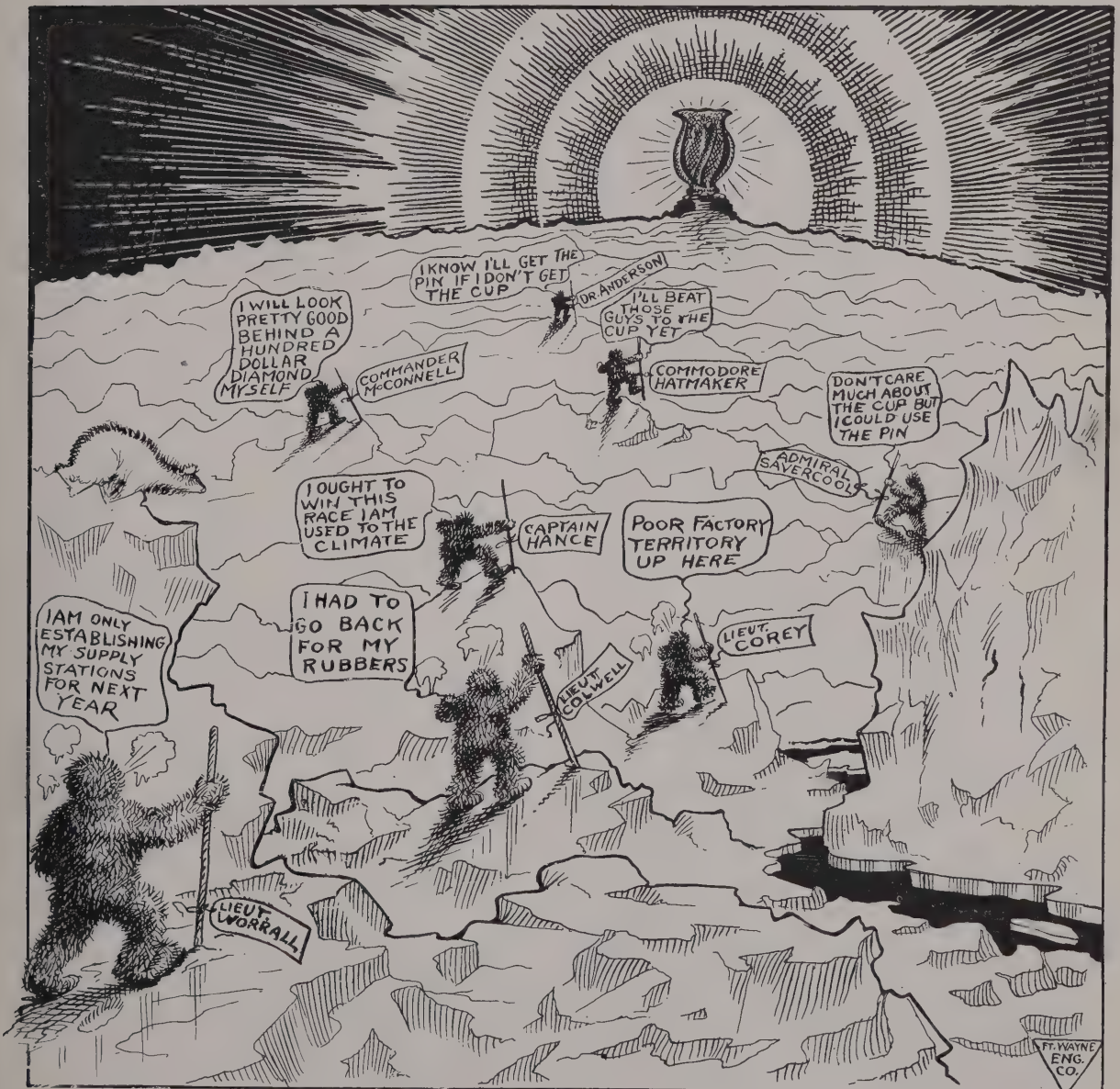
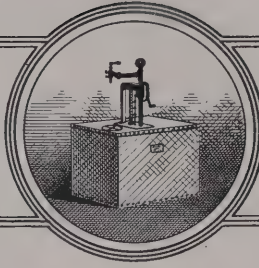
The Cub reporter for the BOOMER, Ralph Corey, hands us as we go to print, a memorandum of seven orders received during the last six days from A. L. Byrd, a recent recruit; six orders in six days from Thomas Cragg; four orders in two days, amounting to 49 points from W. I. McCall; twelve orders in eleven days from Ethelbert Pastorius Hayes, of Wichita; two orders this morning, amounting to 25 points from Sheehan, of Cincinnati; 34 points in orders from G. L. Womble, of Texas, in two days, and a nice bunch from J. E. Homsher, during the last four days. No wonder, McConnell is "chesty."

* * *

Mr. McConnell learned that we intended to publish his exact words in relation to the spanking of Branch Managers and came up to the tenth floor with an offer of two dollars if we would leave it out. The policy of the BOOMER cannot be polluted with two dollars, not on your life, so the article stands.

N.B.—Our price is three dollars in such instances.

EIGHTY-FIVE DAYS TO WORK



The Final Dash For The Cup.

BOSTON

FORT WAYNE GENERAL LINE

NEW YORK

SAN FRANCISCO

TORONTO

PHILADELPHIA

FACTORY AND RAILROAD

CHICAGO

The standing of Branch Offices in the third period of the Cup contest, at the close of business September 25th, shows Boston still leading by a wide margin, with the Fort Wayne General Line Department ahead of New York by 2%, while New York has pulled away from Frisco quite a distance.

* * *

Mr. Anderson paid the Editorial Rooms a visit ten days ago, and during the course of his remarks led us to believe that the "Bunker Hill" boys might not be so strong during September as they were in August, as a number of them had gone on vacations during September, so it is quite a surprise to us to learn that instead of Boston going back it is still increasing its lead in the third period.

* * *

By our comments last week you will note that we are not surprised to see the Fort Wayne General Line Department ahead of New York. Evidently there will be some finish between those offices, and we fear for New York.

* * *

NEW MEN FORT WAYNE SALES DEPARTMENT

P. H. Brown	A. H. Steger
A. L. Byrd	O. H. Wilson
H. C. Connelly	E. E. Beall
E. P. Dolan	W. A. Shaw, Jr.
H. A. Klopfenstein	R. T. Schwartz
F. C. Martin	W. T. Plummer
A. W. Quinn	W. V. Alleman

Geo. H. Hull

VISITORS

E. A. Englebert	J. G. Rodman
H. P. Bachers	Chas. B. Evans
H. C. Carpenter	J. H. Armstrong
A. W. Dorsch	R. S. Johnson
F. J. Gardner	J. J. Connelly
J. D. Gumper	R. S. Colwell
R. McClure	E. K. Carson
H. E. Anderson	J. R. Matlack

R. H. Sherlock.

* * *

Monday of this week the Ferguson Building in Pittsburg was wrecked by an explosion. Our Pittsburg representatives, J. H. Medsker and J. J. Connelly have always made their office headquarters in this building, but we learned quickly, by pressing into service the associated press that neither was injured.

DON'T FORGET THE LITTLE THINGS

We have taken a great deal of pleasure lately, in examining the bunches of large orders which come into this office, and there certainly have been some juicy ones. In the efforts of this company to grade up the men as to the size of orders, and in the efforts which a number of the men have made themselves in trying to get the maximum sales out of their prospects, great things have been accomplished. There was a time when we thought that a three-hundred-dollar order for a private garage was considered a world beater, but now we have come to a point where it is not unusual to see garage orders written for one-thousand-dollars, and we have them written for fifteen-hundred and two-thousand and as high, in fact, as twenty-eight-hundred.

The same proportion is true in connection with the General Line trade, and we have benefitted our business to a very large extent by this grading up to good orders. We have recently called attention through the BOOMER, to some very excellent orders taken by our General Line men. The remark was made in our office, recently: "It looks as though the men were now striving to see who could write the biggest order each week and turn in the biggest bunch," all of which is very gratifying and very effective in our business, as well as effective in your earning. But let us at this point, hold up the first finger of our right hand, figuratively, and ask you to please not overlook the LITTLE ORDER. It is fine work to get the big orders, but in doing so, do not overlook the little fellow. There are many reasons why the little orders should be taken care of as well as the big ones. They will not count as fast in the volume of sales, or in your earnings, but they are particularly valuable in keeping the weeds out of your territory. We realize just how interesting it is to write big orders, and just what a tendency there is for a man to devote the major part of his time to that part of the work, and we believe that the more of the large order business done, the greater becomes the tendency to ignore the little fellow. But in the long run, the successful man in the Bowser Organization will be the man who keeps his territory clean, looks carefully and conscientiously after the little dealer and does not pass up a man because he cannot land a record-breaking order, but has judgment enough to know where to draw the line for securing the maximum business, still keeping his territory clean.

In connection with the General Line work, do not forget that we have the Premier Outfit, which can be sold where there is occasion for selling it. We like to sell the "B" tanks, the Cut 41's and all the first-class outfits, but if there is an occasion arising where it becomes necessary, because of local conditions, to sell a Premier Outfit or a Type "A" Outfit, do not overlook it. Send that one in along with the big ones. Take it from us that while we delight in seeing a big order and appreciate the ability of the man who can sell it, we also appreciate the ability of the man who covers his territory thoroughly and keeps it clean.



F. M. MORRISON

We present in this number a picture of F. M. Morrison and a reproduction of a recent drawing which he made. We wonder how many of you gentlemen on the road have had an opportunity of meeting Mr. Morrison or know anything about his work, and we wonder if you know what effort it requires on our part to prepare for your use a completed bulletin properly illustrated.

The question of illustrating in a business like ours is an important and costly proposition, as it is necessary for us to have properly delineated every article that we manufacture.

Mr. Morrison is what might be called a home-grown artist, having come with the Bowser Company five or six years ago, at that time having had only a limited experience. During the last five years he has worked and studied diligently in the effort to perfect himself in the art of mechanical delineation, and at the risk of turning a young head we feel safe in saying that he is today rapidly approaching the first ranks in his line.

We do not believe that our appreciation of Mr. Morrison's work will in any way affect him, for the reason that he is very ambitious and well knows that to reach this goal requires abundant hard work and patience. During the last year this young man has handled for us all of our illustrating, and among other things, we have had several very hard subjects. The first particularly difficult piece of work was the drawing of the Loving Cup, that being somewhat new from the line of mechanical work, the

illustrating depending almost entirely on the art of shading. You are all familiar with the drawing of the Cup, as each man was sent a photogravure which was made from Mr. Morrison's original drawing. Probably the most difficult piece of drawing which we have required is the one we produce herewith showing the Bowser centrifugal separator used in connection with our dry cleaning system, and being of the same construction as the Filter used in connection with our garage outfits. You will notice in examining the reproduction of this drawing the many layers shown by the shading. This drawing shows at one place the center rod, two wire screens with heavy wire backing, the gasoline, water and the outside brass cylinder. This drawing is what is known as a phantom drawing, and practically the whole thing is in the art of shading.



BOWSER CENTRIFUGAL SEPARATOR

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

WANTED—One first class Number one A fine, smart
salesman to sell advertising space in the BOOMER.

* * *

A SUGGESTION

We wish to call the attention of the salesmen to some little items coming up in connection with their orders which very often cause unnecessary delay. For instance, if there is something about an order which is not understood by our Order Department, it becomes necessary to mail that order back to the salesman for an explanation. If the salesman is at any great distance from Fort Wayne, it becomes a very serious delay.

Sometimes the lack of information is seemingly unimportant, but still, without full and clear information, it becomes necessary for us to guess at this office, and if we guess wrong, there is serious trouble, so that the safe way is always to send the order back, which causes the delay. The mere question of giving the correct shipping point on an order is a simple thing, and you would not think that a salesman would ever forget to give it, but, as a matter of fact, during the last sixty days, we have had forty cases where we have been at a loss to understand the shipping point for an order. The mere fact that an order comes to us marked for Beaver Falls which is a postoffice, while Beaver Dam is the railroad shipping point, does not seem to be serious, but when we make the shipment and send the bill of lading to the freight people, the shipment is laid up in the freight house, and word is sent back to us that there is no such shipping point as Beaver Falls; that necessitates looking up the order and the correspondence, and figuring out that the order should go to Beaver Dam. In this particular case it is not difficult to figure it out, but the time is consumed, and the shipment is held up at the freight house at Fort Wayne, and it becomes necessary for us to get back the bill of lading and issue a new one before the railroad company will handle the order, all of which is entirely unnecessary.

In western sections of the country, and especially in new sections, we get very many orders where the post-office and the shipping point are different. And another

thing, in the new sections we get a great many shipping points which are on new branches of roads which do not appear in any of the railroad guides, the shipping points being very recently established. When an order comes in that way, we are unable to verify the shipping point, the railroad people here will question it, and it becomes doubtful to us whether or not the shipping point is correct.

If, when the salesman is sending in an order to be shipped to a new town, he would attach a slip mentioning the fact that it is a new station on a certain new branch of a railroad, it would avoid any difficulty or any chance for delay.

* * *

We have done a great deal of kidding about the zero blanks, and we know that some of the men got a little sore about them, all of which is all right and natural. We just want to tell you that some of our best men are now getting up into the classes where they belong, and it won't be very long until zero blanks will be a thing of the past. At this writing, Crandall, Chrone, McCall, R. S. Johnson, Holbrook, and Hessenmueller are all in Class A; Olds, Stoddard, Hayes, Armstrong, Sibley and Dobson are in Class B, and there is a whole string in Classes C, D, and E. The main trouble as to the zero blanks was on account of the month of August. A great many of our men were on their vacations during that month, and it gave them a bad start in the class competition. The month of October will put the class proposition in good shape, and we will then be able to stop our printing press on the continuous effort to turn out zero blanks, and we will use up some of Mr. Zahrt's winter stock of Class A blanks.

* * *

When we started, August 1st, we figured that we had one hundred and twenty-eight working days left this year, and now, on the morning of October 1st, we find that, as though in a day, two months have slipped away, leaving us only seventy-seven working days in 1909. Fifty-one of our one hundred and twenty-eight days have been lived and worked, and each man's record has been indelibly inscribed upon the pages of his history, where it can never be revised. Have we made good during these fifty-one days? Have we applied ourselves earnestly to our business? Have we been considerate of our fellow-men? Have we spoken the soft answer which turneth away wrath? Have we been cheerful and happy in our work? Have we rejoiced in the success of a brother and sympathized with the unfortunate? In fact, have we gotten out of our present existence that happiness which is our rightful heritage? If not, Oh! my friends, we are sinfully wasteful of our one opportunity. Let's begin today to make sure that we go forth in the world with those three graces, self-respect, the cheerful smile and the extended hand of fellowship.

* * *

For the benefit of our advertisers we wish to say that the BOOMER has a bona fide guaranteed circulation of 552 copies. Advertising rates upon application.

McCALL THE NAILER

We are in receipt of sufficient business from Mr. W. I. McCall to give him the honor of being the first General Line man to nail the 325 points to the mast, in accordance with the letter written by Mr. Polhamus and published in the "Get Busy" edition of the BOOMER of July 29th. Orders reaching 325 points received in this office since the first day of August is certainly traveling some for anybody. In Mr. Polhamus' letter, he stated that 325 points for the five months left this year would be an average business for the General Line man. McCall has reached that point in less than two months, the last of these orders reaching this office September 27th. At this writing, Mr. Crandall is a very short distance behind Mr. McCall, and Mr. Chrone is only a short distance behind Mr. Crandall. The race for the 325 points was close and exciting.

* * *

San Francisco Office writes us that they have a kick from V. M. Scroggs about the receipt of too many zero blanks. They claim that he has enough business to put him into Class C. Our records at this writing show Mr. Scroggs in Class D, but we trust that enough business is on the way to bring him still higher. So, no doubt, Brother Scroggs, you will be taken off of the frigid list.

* * *

We have a report from San Francisco stating that on September 6th, Crandall started to work in the southern part of Idaho in a territory where several salesmen had failed to get good results, and that in the first two weeks of Crandall's work, he secured business amounting to 70 points, which goes to show that it is largely the man and not the territory.

* * *

Speaking of Morrison, if you were to see him with his green suit and a purple tie, you would know he is an artist; and, speaking of ties, reminds us that Mr. Dunkelberg sports one that illuminates the office on dark afternoons.

* * *

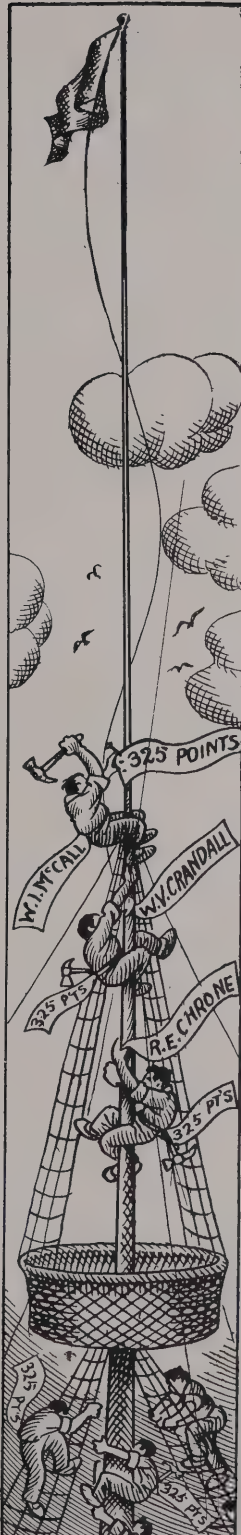
Friend Hessenmueller placed an order for over fifty points, with The Locomobile Company, Chicago, during September.

* * *

WHAT HAVE I DONE TODAY?

Retrospection is good. It helps the memory. It stirs the brain cells. It clarifies. "What Have I Done Today?" to make this business better. What an interesting little volume you could write in a year. I suggest you try it for a few evenings. The practice will become so interesting, so fascinating in fact, that you will look forward to the hour of writing. It's an immensely direct question. It goes right straight to the very bottom of things. There are several wonderful laws governing life, and one of them is—"Give and it shall be given unto you." What you do comes back. The more thought and activity and earnestness you put into your work, the more successful you will be. That's the law. It never works any other way. Size yourself up. Sometimes you'd be ashamed of your measure. Oftener you'll be inspired. In either case keep measuring. Today's blunders, today's indifferences are nothing, if you'll only recognize them. Punch them good and hard and relegate them to the things that were. It's the most manly of all mental exercise. It makes men. Face your faults as you'd face the devil. Once more: "What Have I Done Today to Make Business Better?"—

Grocer and Country Merchant.



THE MAST

The Singer Installation

A small beginning does not always augur a large ending, but such has been the case with the business which we have done with the Singer Sewing Machine Company.

In December of 1902, Mr. J. D. Gumpfer started the ball rolling, by selling them a 5-bbl. Cut No. 9 First Floor Outfit. In April, 1903, on the strength of the very satisfactory service which they obtained from the one tank, Mr. Gumpfer sold them nine large outfits with a total capacity of 3,200 gallons. In April, 1904, he sold them one more outfit. These were installed in their works at South Bend, Ind. Mr. Phillip Sidney who was then Works Manager, was so well pleased with his equipment that he recommended it to his Company, and especially called it to the attention of the late Mr. L. Pine, one of the active heads of the corporation, who in turn, recommended it to Mr. F. A. Parks, Works Manager at Kilbowie, Scotland, and also wrote, informing us of their plans to build a new plant, and asking to take the matter up direct. This we did, and received their blue prints showing their plans, and asking our recommendations.

We planned an equipment for their Kilbowie plant, and submitted it to them with our proposal, and on December 8, 1904, they sent us their acceptance. After the equipment had been installed long enough for them to test its efficiency, they sent us their check for 860⁹/₁₀ points and on March 27, 1906, they ordered by cablegram, six more pumps for use in the part of the plant which was not ready when we made the original installation, although our engineers made provisions for these pumps at that time.

They also installed an oil storage system at St. Johns, Quebec, for which they sent us a check for 350 points, for part payment, dated March 30, 1906. This St. Johns job completed, made four of the Singer factories up to this time in which were installed Bowser Storage Systems; first, the one at South Bend, for which Mr. Gumpfer secured the order; then followed the order from Elizabethport, N. J., then the large order from Kilbowie, Scotland, and last, the St. Johns, Quebec order.

The Kilbowie job was installed in the cabinet factory of the Singer plant, which was six stories high and eight hundred feet long. Cut No. 41, Long Distance and Cut No. 44 pumps were placed on different floors, for handling the different kinds of oils and liquids used; the fourth, fifth and sixth floors were installed with pumps for handling varnishes, turpentine, paraffine oil, linseed oil and other oils and spirits.

In addition to this new building, there were three other floors similarly equipped. The complete equipment at this point called for fifty-five special tanks, fifty-nine Long Distance Pumps, Cuts Nos. 44 and 41, and then added to that, the outfits ordered by cablegram, makes a total of sixty-five pumps. The total capacity of the tanks is 52,150 gallons.

The latest equipment which we have installed for the Singer Company was at their plant at Wittenberge, Germany, date of the order being August 25, 1908, the sale of which was made through our New York Office. This

installation was engineered by Mr. Fred Knoche, who spent five or six months abroad in connection with this particular job and other foreign matters.

The equipment was made up of twenty-three rectangular tanks, with a total capacity of 13,850 gallons. These tanks were for storing turpentine, rubbing varnish, first-coat Japan varnish, machine and other kinds of oil. The pumps were Bowser Self-Measuring Pumps. There were sixteen Cut No. 41 pumps for the first floor; three Long Distance Cut No. 44 pumps for the second floor; four Cut No. 44's for the third floor and eight Cut No. 44's for the fourth floor. They were made to measure units of the metric system of liquid measure.

The outfit was installed in a suitable oil house for the installation of the tanks, and we proposed to furnish the equipment for 450 points. This outfit has now been in successful operation for six months, and is giving the same satisfactory and efficient service as is all other equipment which we have installed for this Company.

Complete details concerning the Kilbowie job were given in the April 16, 1906 issue of the BOOMER. As since that time, the Wittenberge installation has been made, we take this opportunity for reviewing the account of our business with this Company from the beginning, and showing the magnitude of the different Singer Systems. The past three years have developed many changes in the Bowser Army, and this account covering the time as shown will be of special interest.

* * *

Los Angeles, Cal., September 14, 1909.

S. F. BOWSER & Co.,

Fort Wayne, Ind.

Gentlemen:—Your valued favor of September 11th was received yesterday morning advising me that you were sending by express one of the four canes to be distributed from the Fort Wayne Office, and a little later the cane itself was delivered by the expressman. It is a very beautiful cane indeed and I am proud to own it.

I never learned to wear a cane gracefully, but I suppose that when the time comes that I begin to get a little shaky in the knees I will appreciate the support of the cane as well as the aid contributed by the revenue derived from the excess quota. In the meantime I shall enjoy the possession of so nice a cane.

I hope to give you good big measure on my quota this month. You know the habit once acquired is apt to stay with a fellow. I guess that is the view you take of it when you urge us to "get the habit."

Thanking you many times for the beautiful gift, I remain,

Yours truly,

F. H. OLDS.

* * *

How would you like to be manager of a branch office? S. F. started on an inspection of offices last week and we saw a double-barreled shot gun with his luggage. Fine bunch of managers when the President has to go after them with a shot gun.

* * *

A short time ago we wrote an article, telling how valuable we considered vacations. This applies to all branches of mankind except editors. We find, upon investigation, that no really high class editor ever takes a vacation.



A. T. STATA

The BOOMER's patient reminders to the men that we would like to have photographs of those sporting cars has borne fruit in the shape of two photographs—one from Hessenmueller, of Chicago, and one from Stata, of Minneapolis. Stata is certainly about the niftiest thing we ever saw in a car. He shows a rather selfish streak by having his picture taken with two empty seats in the car, while Hessenmueller has his all loaded up ready for a joy ride. We are informed that Stata's car is 120 horse power Mercedes, and you can see by Hess' that it is a Fiat model 1911. We note memorandum from Hess in connection with his picture, in which he says that the house in front of which the picture was taken, as well as the car, belongs to him, both being paid for by money earned selling Bowser Tanks.

* * *

Fisher wrote up the Singer Sewing Machine article for the BOOMER, and he hands us this one: "The Singer job was a hummer," and tries to make us think it is a pun. According to W. T. Hatmaker, a pun is the lowest form of wit, so pardon us for handing it to you.

* * *

We expect the Bowser Company to soon patronize the aeroplane industry. We have recommended that the Company buy a cloud puncher and a couple of flyabouts for the use of salesmen when they visit Fort Wayne.

* * *

The BOOMER just received a confidential letter from Doctor Cook, stating that he found a cut No. 19 at the North Pole. We knew that; Mr. Bowser put one there over twenty years ago—Look at the letter head.

* * *

W. T. Hatmaker, of New York, has written the home office for the territory discovered by Dr. Cook and Commander Peary.



K. F. HESSENMUELLER

* * *

BURNED AT A GROCERY FIRE

Flames From a Gasolene Can Set a Boy's Clothing Afire—
Motorists Lend Aid

Ralph Townsend, 5 years old, son of C. H. Townsend, a painter living at 1028 Ella Avenue, Kansas City, Kas., was burned by an explosion of gasolene while watching a fire in R. L. Goddard's grocery store at 336 North Tenth Street, that city, yesterday afternoon. He may die.

Mr. Goddard was drawing some gasolene from a thirty gallon tank into a one gallon measure in the rear of his store, when the gasolene in the measure was ignited. Olander Lind, assistant chief of the fire department, attempted to carry the burning can of gasolene out. When he was within a few feet of the door, the can fell apart and the flames shot out the door.

Townsend was running past the side door of the grocery just as the burning gasolene can fell to the floor, and the flames ignited his clothing. The little boy then ran north across the street to a house at 404 North Tenth Street, which his father and uncle were painting. Assisted by the firemen, the father and uncle tore the burning clothing from the boy's body, and emergency treatment was given by the firemen.

Mrs. H. M. Stonebraker of 3928 Baltimore Avenue, in this city, and Mrs. George Davis, of Crawfordsville, Ind., who followed the fire department in a motor car, saw the injured boy. Mrs. Stonebraker had her chauffer, William Roberts, place his coat around the boy and hurried him to Bethany Hospital, where he was treated by Dr. P. D. Hughes.

He was later taken home.—Kansas City Star.

Boston, Mass., September 18, 1909.

BOSTON NOTES FOR THE BOOMER

This is moving day at the Boston Office. October 1st will find us occupying a suite of offices on the ninth floor of the Oliver Building, a modern, fireproof structure at the junction of Oliver and Milk Streets. Of course, we are all very sorry to leave the salt breezes and the fishy zephyrs of Atlantic Avenue, but the salt air is bad for the Cup, and then some of the salesmen who wear canes, object to the locality as being a trifle plebeian. The new offices are of sufficient dignity to be worthy of S. F. Bowser & Co. and the most fastidious salesman.

* * *

John R. Sibley, the Boston Factory Man, has been securing some mighty good ones the past few weeks. The month is half gone and his score card shows orders amounting to something like 170 points.

* * *

Speaking of fish stories, Mr. Tibbo, while spending his vacation at home in Newfoundland a few weeks ago, reported a catch of 140 fish in one hour. No one saw him, so we cannot vouch for this, but the use of a pencil and paper shows us that 140 fish per hour means $2\frac{1}{3}$ fish a minute, which is certainly going some.

* * *

R. B. Jordan who is a recent recruit to the Cup Defenders, uses a motor cycle in chasing orders, an idea perhaps some other Bowser men may think worthy of copy.

* * *

Last month a reference was made in the Boston Notes to the similarity between the positions of the Boston American League Baseball Team and Boston's Bowser Team. After examining this morning's sporting sheet, we wish, without casting any reflections on our baseball representatives, to have it distinctly understood that the similarity referred to was intended for that week only.

* * *

The first prize cane for New England territory went to Mr. Reeves who is comparatively a new man, having been with us but a few months.

* * *

Mr. Connolly remembered us one morning this week with five orders, the result of two days work in the wilds of Maine.

* * *

We are in receipt of a letter from F. H. Olds, acknowledging the cane, which is the first letter we have received at Fort Wayne from any of the winners of the four expensive sticks.

* * *

One bunch of four from J. M. Sitton for 24 points.

Detroit, Mich, September 22, 1909.

S. F. BOWSER & Co.,

Fort Wayne, Ind.

Gentlemen:—I have been somewhat remiss in expressing my appreciation of the handsome cane you sent me, and wish herewith to apologize for my neglect, and to tell you how much I appreciate your kindness. It does a fellow good to have something like that to show to his friends. It is so easy to tell them that I received the cane as a reward for selling a goodly number of outfits, and the cane gives me an excuse for bragging, which I would not have, had I no trophy to show off.

The cane is certainly a beauty, and looking forward I can see myself in, say about fifty years, with that good stout support in hand, going out still looking for more worlds to conquer, and still talking "Bowser Pumps." I especially admire the design of those canes. Why?—Well, because of the "hook." There's nothing like having a prospect in easy speaking distance, and if I should find it necessary I can get them on the hook, and go after them in the same old way.

Now I have a confession to make. I have wanted to write this letter every day since the receipt of the prize, but it seemed to me as if I could not find words adequate to express my feelings, and so I put it off from day to day, waiting for an inspiration, and found, as all procrastinators do, that I waited too long, for I received a gentle reminder a few days ago that the factory would like to hear from the boys who won, and get some expression as to their feelings about the prizes. It was bad enough to have to write a polite letter of thanks in the first place, and now that I have to add an apology for waiting so long, I find myself in deep water, and tell you frankly I can "talk tank" more easily than I can write fancy letters.

Very truly yours,

J. N. DIETCH.

* * *

We don't know about Dietch being better at talking tanks than he is at writing a letter, as we think he did a pretty good job. One thing we notice, and that is, Dietch is looking forward to selling tanks fifty years from today. If he keeps on selling tanks and piling up money for fifty years as he has been doing lately, he will have John D. looking like a piker.

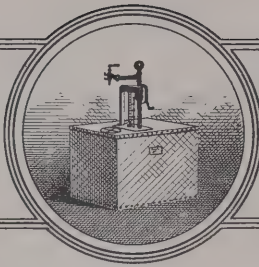
* * *

J. H. Medsker sends in doses of three now right along, his last dose amounting to 28 points.

* * *

Forty-nine points from Potts recently, for two days' work.

Only Seventy-Seven Days left this year



W. V. CRANDALL

W. V. Crandall landed the 325 points just a couple of days later than McCall, Mac having a little advantage, on account of being nearer the main office.

Hard luck again, Crandall. Mr. Crandall has made a remarkable record as our records show that we have entered orders to his credit from August 1st to October 4th, amounting to 353 points, which on general line work, is

about the limit, we think.

We remember that at our last yearly meeting, Mr. Polhamus told us that we must all look out for this man Crandall in the race for first prize during 1909. We didn't think the G. M. was in position to pick the winner so early in the game, but it looks now like he had some inside information.

* * *

ANOTHER TEST

We reproduce herewith a letter received by our Philadelphia Office from the Electric Hose & Rubber Company, of Wilmington, Del., which is a mighty good testimonial with reference to the safety feature of the Bowser outfit.

It gives us a great deal of pleasure to receive letters of this kind, as it is such a forceful demonstration of the correctness of our claims for the Bowser equipment.

* * *

September 8, 1909.

S. F. BOWSER & COMPANY,
1341 Arch Street,
Philadelphia, Pa.

Gentlemen:—Please send us at once, by express, one of your Cut 41 Self-Measuring Pumps, as the one we had in service in our mixing room, which handled 86 gasoline, was put out of commission by a fire which recently occurred, completely demolishing the building.

After the debris was cleared away, we found the pump with cylinder perfectly intact, but the gears and bracket were broken off—possibly by the falling walls.

We assure you that the fire was not caused by the pump; neither did it subsequently explode or add fuel to the flames, notwithstanding it was right in the midst of the fire.

We are highly pleased with the efficiency of your equipment, and in closing ask you to hurry the new pump.

We enclose herewith our order No. 9536 to cover same.

Very truly yours,
ELECTRIC HOSE & RUBBER CO.

BOSTON

FORT WAYNE GENERAL LINE

NEW YORK

PHILADELPHIA

TORONTO

SAN FRANCISCO

CHICAGO

FACTORY AND RAILROAD.

The foregoing shows the standing of the offices in the Cup Race for the third period, at the close of business last week. Boston, our regular little leader, is still in front, but closely pushed by the Fort Wayne General Line. New York is running well in third position, lying close up ready for the finish. Look at Philadelphia, up with the big guns.

* * *

"Regina, Sask.," Sept. 23, 1909.

S. F. Bowser & Co.,
Fort Wayne, Ind.

Gentlemen:—Your notice of recent date, advising me that I was one of the successful contestants for a walking stick, came duly to hand. It is with pleasure that I acknowledge the receipt of cane.

"It beats Cain" to know with what measure of success the Bowser products are being marketed throughout the country—by the "Boys," and it might be in line to say that up in the far North, our friends Peary and Cook have both been rewarded in their search for the "Cane."

Since the receipt of this helpful testimonial, which will come in handy in my declining years, I beg to "Bow-sirs," most humbly, and say that it was only yesterday that it attested that the future output of your factory was to be further increased by a nice little order which I received for a 45 point outfit—as a result of energies aroused by the walking stick contest.

Yours very truly,

ABBY ANDERSON.

* * *

GARAGE FIRE

The garage of H. C. Bradley, of Fort Collins, Colo., was destroyed by fire on July 30, causing a loss of about \$10,000. The fire is said to have been caused by a boy filling the gasoline tank of a car, spilling some of the gasoline onto a hot engine, thus igniting it. The boy was seriously burned about the face and head. Several touring cars stored in the garage were either destroyed or damaged.

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

WE SAID that our question and answer department is open. We have received no questions. My! such a smartness!

* * *

MAKING THE TAIL WAG THE DOG.

We are in receipt of a letter from A. M. Stewart, of Hannibal, Missouri, in which he tells about selling two Cut 63 Outfits to a man who had a small, poorly built garage. He says when the Cut 63's were delivered he was there to help set them up. The man was so pleased with the looks of them that he gave Mr. Stewart an order for a 4-barrel Cut 41 with Filter, Gallon Meter, Hose and Nozzle. After he had decided upon this nice equipment, he came to the conclusion that his poor, little garage was not a suitable place to install them, and he called upon his real estate agent, and had him buy a lot for \$1,250, upon which he is constructing a new garage which will be a suitable home for the Bowser outfit.

No use talking, there is some class to a salesman who can make a man buy a lot and build a garage good enough to contain a Bowser outfit.

* * *

THE CALLING LIST

We saw a very excellent illustration a short time ago of the benefit of working a calling list.

The Fort Wayne Sales Department gave to A. W. Dorsch a list on two counties in Michigan which were not in his opinion very promising. Dorsch is a good fellow, however, and was willing to work them out, giving the calling list proposition a good, square trial. Mr. Dorsch went out with the expressed opinion that he would not get more than three orders out of the two counties. He worked both counties thoroughly, making the calls in accordance with the list, and he secured 21 orders.

We believe that with the proper persuasion we could get a testimonial letter from Mr. Dorsch, if we thought it necessary.

* * *

NOTES FROM THE CUB REPORTER.

Mr. C. R. Frierson landed one for 21½ points, and it tickled him so he had to wire us he'd got it.

* * *

Geo. E. Bowen presents us on the first day of the month with business to the amount of 23½ points.

* * *

L. R. Ginther, a new recruit in the ranks of the Fort Wayne General Line is sending them pretty regularly. His first one this month is for a wheel tank.

* * *

A. W. Dorsch was at the office this week.

The following is a report received from Mr. E. L. Milliron in connection with the Weaver Garage, at Oil City, Pa.:

"This garage burned about two weeks ago and I made haste to see them, but found that while the pump was subjected to the effect of the fire, it was not damaged except that the glass was broken on the gallon meter."

That beats the salesman out of an order, but it speaks pretty well for the Bowser Pump.

* * *

We have a letter from A. B. Cornell, enclosing order and check for a 13-point General Store order. Cornell says that outfits sold with checks in advance always work good. They sure do.

* * *

NOTES OF THE CUP CONTEST

It's a tight squeeze between Dietch and Bachers. At this writing, Dietch needs but eighteen points to make his year's quota, and he had some quota too, we want to say to you—yes sir one thousand points is some quota.

* * *

I guess Potts is putting up some fight for first honors. Say, Potts! Get the dining room girl to put a pill in Bachers' and Dietch's tea and you can get first place.

* * *

At 'Frisco the same five are on top after considerable jostling around. Smith, stop your shoving.

* * *

Some awful crowding at the top in the Fort Wayne General Line. Some one will go over the rail soon.

* * *

The leaders at Chicago, Philadelphia and in Factory Sales Department running easy.

* * *

At Boston, Holbrook chased Chase off the lot and shoved the whole bunch back one hole.

* * *

Our old friend, Jake Gumpfer, hooked onto twenty-three and joined the cup race.

* * *

Bradfield wrote us that he would not fall out of the balloon, and he didn't.

* * *

Make room, you fellows, for Hayes. He's on the rail and can't get through.

* * *

Same five in Canada with Anderson in third place.

* * *

Same five in New York. Hoffritz slipped one notch.

* * *

Womble and White are two new ones in the cup race.

Cup Contest Monthly Comparison

We present on this page the standing of the salesmen from different districts who are in line to have their names engraved upon the District Manager's loving cup. We show the position of the men June 1st., July 1st., August 1st., September 1st., and October 1st. You will note that there are some close races on.

FORT WAYNE GENERAL LINE

June 1, 1909	July 1, 1909	August 1, 1909	September 1, 1909	October 1, 1909
1. Bachers, H. P.	1. Bachers, H. P.	1. Bachers, H. P.	1. Dietch, J. N.	1. Dietch, J. N.
2. Dietch, J. N.	2. Dietch, J. N.	2. Dietch, J. N.	2. Ford, D. J.	2. Bachers, H. P.
3. Potts, T. C.	3. Potts, T. C.	3. Potts, T. C.	3. Bachers, H. P.	3. Potts, T. C.
4. Ford, D. J.	4. Ford, D. J.	4. Ford, D. J.	4. Potts, T. C.	4. Ford, D. J.
5. Barcus, J. C.	5. Cornell, A. B.	5. Hayes, E. P.	5. Hayes, E. P.	5. Hayes, E. P.
6. Hayes, E. P.	6. Hayes, E. P.	6. Cornell, A. B.	6. Cornell, A. B.	6. Chrono, R. E.
7. Cornell, A. B.	7. Barcus, J. C.	7. Cashman, P. F.	7. Chrono, R. E.	7. Cornell, A. B.
8. O'Neil, J. P.	8. Dorsch, A. W.	8. Benham, M. C.	8. Murray, L. P.	8. McCall, W. I.
9. Chrono, R. E.	9. Ratliff, A. G.	9. Chrono, R. E.	9. Cashman, P. F.	9. Medsker, J. H.
10. Ratliff, A. G.	10. Smith, J. Theo.	10. Dorsch, A. W.	10. O'Neill, J. P.	10. Ratliff, A. G.
11. Dorsch, A. W.	11. Benham, M. C.	11. O'Neil, J. P.	11. Benham, M. C.	11. Smith, J. T.
12. Smith, J. Theo.	12. O'Neil, J. P.	12. Smith, J. Theo.	12. Smith, J. T.	12. Benham, M. C.
13. Sheehan, J. S.	13. Chrono, R. E.	13. Medsker, J. H.	13. Dorsch, A. W.	13. Murray, L. P.
14. Cashman, P. F.	14. Sheehan, J. S.	14. Smith, F. A.	14. Medsker, J. H.	14. O'Neill, J. P.
15. Bowen, G. E.	15. Smith, F. A.	15. Sheehan, J. S.	15. Ratliff, A. G.	15. Cashman, P. F.
16. Homsher, J. E.	16. Medsker, J. H.	16. Ratliff, A. G.	16. McCall, W. I.	16. Dorsch, A. W.
17. Homsher, F. B.	17. Duncan, R. L.	17. Bradfield, W.	17. Smith, F. A.	17. Sheehan, J. S.
18. Benham, M. C.	18. Homsher, J. E.	18. Pinkerton, J. M.	18. Pinkerton, J. M.	18. White, J. C.
19. McClure, R.	19. Sitton, J. M.	19. Duncan, R. L.	19. Sitton, J. M.	19. Bradfield, W.
20. Pinkerton, J. M.	20. Clark, E. W.	20. Clark, E. W.	20. Duncan, R. L.	20. Womble, G. L.
21. Sitton, J. M.	21. Pinkerton, J. M.	21. Sitton, J. M.	21. Sheehan, J. S.	21. Duncan, R. L.
22. Ward, D.	22. Cashman, P. F.	22. Bowen, G. E.	22. Homsher, J. E.	22. Smith, F. A.
23. Clark, E. W.	23. Bowen, G. E.	23. Fitch, O. B.	23. Bradfield, W.	23. Gumpfer, J. D.

SAN FRANCISCO

1. Olds, F. H.	1. Smith, W. C.	1. Olds, F. H.	1. Olds, F. H.	1. Olds, F. H.
2. Crandall, W. V.	2. Olds, F. H.	2. Smith, W. C.	2. Crandall, W. V.	2. Smith, W. C.
3. Jenkinson, W. E.	3. Bird, E. R.	3. Jenkinson, W. E.	3. Jenkinson, W. E.	3. Crandall, W. V.
4. Stoddard, S. D.	4. Jenkinson, W. E.	4. Bird, E. R.	4. Smith, W. C.	4. Jenkinson, W. E.
5. Bird, E. R.	5. Crandall, W. V.	5. Crandall, W. V.	5. Stoddard, S. D.	5. Stoddard, S. D.

NEW YORK

1. Devereux, F. W.	1. Devereux, F. W.	1. Devereux, F. W.	1. Devereux, F. W.	1. Devereux, F. W.
2. Eggleston, C. R.	2. Eggleston, C. R.	2. Eggleston, C. R.	2. Eggleston, C. R.	2. Eggleston, C. R.
3. Hoffritz, C. W.	3. Hoffritz, C. W.	3. Hoffritz, C. W.	3. Hoffritz, C. W.	3. Dobson, H. E.
4. Dobson, H. E.	4. Dobson, H. E.	4. Dobson, H. E.	4. Dobson, H. E.	4. Hoffritz, C. W.
5. Dalgaard, H.	5. Cook, F. H.	5. Cook, F. H.	5. Scott, G. W.	5. Scott, G. W.

BOSTON

1. Smith, L.	1. Seymour, D. J.	1. Smith, L.	1. Seymour, D. J.	1. Holbrook, C. M.
2. McGibney, V.	2. Smith, L.	2. Seymour, D. J.	2. Smith, L.	2. Jordan, M. S.
3. Seymour, D. J.	3. McGibney, V.	3. Ring, N. A.	3. Jordan, M. S.	3. Seymour, D. J.
4. Connelly, J. F.	4. Ring, N. A.	4. McGibney, V.	4. Ring, N. A.	4. Smith, L.
5. Fitzpatrick, W. J.	5. Connelly, J. F.	5. Jordan, M. S.	5. Chase, D. W.	5. Ring, N. A.

TORONTO

1. McIntosh, A.	1. Merickel, J. W.	1. Merickel, J. W.	1. McIntosh, A.	1. McIntosh, A.
2. Merickel, J. W.	2. McIntosh, A.	2. McIntosh, A.	2. Merickel, J. W.	2. Merickel, J. W.
3. Moffat, A. E.	3. Moffat, A. E.	3. Moffat, A. E.	3. Moffat, A. E.	3. Anderson, A.
4. Murphy, E. J.	4. Anderson, A.	4. Anderson, A.	4. Anderson, A.	4. Moffat, A. E.
5. Anderson, A.	5. Murphy, E. J.	5. Murphy, E. J.	5. Murphy, E. J.	5. Murphy, E. J.

CHICAGO

1. Heinen, J. B.	1. Heinen, J. B.	1. Heinen, J. B.	1. Heinen, J. H.	1. Heinen, J. H.
2. Hessenmueller, K. F.	2. Hessenmueller, K. F.	2. Hessenmueller, K. F.	2. Hessenmueller, K. F.	2. Hessenmueller, K. F.

PHILADELPHIA

1. Denton, E. M.	1. Denton, E. M.	1. Denton, E. M.	1. Denton, E. M.	1. Denton, E. M.
2. McCracken, J. O.	2. McCracken, J. O.	2. McCracken, J. O.	2. McCracken, J. O.	2. McCracken, J. O.

FORT WAYNE FACTORY SALES

1. Bigelow, G. W.	1. Bigelow, G. W.	1. Bigelow, G. W.	1. Bigelow, G. W.	1. Bigelow, G. W.
2. Armstrong, J. H.	2. Armstrong, J. H.	2. Armstrong, J. H.	2. Armstrong, J. H.	2. Armstrong, J. H.



W. I. McCALL

We take pleasure in presenting in this issue a picture of W. I. McCall, of Oklahoma City. McCall was the first General Line man to nail 325 points to the mast beginning August 1st, the feat being performed in less than two months. Now McCall can quit for the balance of the year and get ready for the convention. That's a great picture, Mac, I remember you had that taken the day we were in Washington attending the inauguration of President Grant.

* * *

PROCESS OF PRODUCING A PIECE OF PRINTED MATTER.

H. W. FISHER

You will find enclosed with this issue of the BOOMER a small folder entitled, "Inside Information." This particular piece of advertising matter has been decided upon as a new piece of gasolene literature.

It is with a great deal of effort that we are able to refrain from showing an acrimonious tendency when writing concerning this folder. No doubt, you will infer from this that some unpleasant contingencies have arisen in the process of producing this piece of printed matter, which would indicate its being necessary to alleviate our feelings. As we believe that an empty room is better than a bad tenant, we will feel relieved, if we do hand to you a line-up of the production. So here it is.

This idea of a circular was propounded two or three months ago. A number of sketches were submitted and quotations were received, varying in price almost 300 per cent. From past experiences we have found that it is not always the highest nor the lowest price which indicates the character of the job. The proper selection of stock and colors for the color scheme, we must determine. The proper method of illustration is also of prime importance. Proper size for mailing and arrangement of the illustrations and typed matter all go to form a part of the numerous details. Unusual care and thought were put into the composition that it should embody the characteristics of a good advertisement, and psychologically influence the

recipient to detach the postal card and mail it to us for further information, which would make him a likely prospect for new business.

After all the primary features had been decided, we placed an order with the printer who made all kinds of promises that he would be able to get the stock within four or five days, and could furnish the job complete within two or three weeks. One of the bidders got the idea that he had a cinch on the job, but when he found out that there was nothing so uncertain as a sure thing, he wrote us a letter, explaining that he, like the bride deserted at the altar, was sorely disappointed, and felt that since he had conceived the idea and nursed the project for so long a time, he had not received a fair shake. Of course, Bowser salesmen are up against the same proposition:

We had some difficulty in procuring satisfactory plates, which fact delayed the beginning of the job a few days. The stock was not received as soon as we had expected, and the necessary delay on account of plates retarded the progress somewhat. Finally, the job was put on the press and printed at the rate of from thirty to thirty-five thousand a day. After one hundred thousand, or about half the order, had been run off, the sheet was turned over and printed on the back. Following this operation came the coat of varnish over the illustrations to give them snap, brilliancy and attractiveness. As the job goes on the press there are five folders printed at a time. Each one of these sheets must go through one impression for the red, one impression for the black and another impression for the varnishing and scoring. Each color must register exactly, so that the brick work shown in the front of the garage will be clear and clean-cut, and the illustrations have the beautiful effect which we are endeavoring to obtain.

A folder of this type necessitates considerable handling, and as you will notice, most careful attention to details in order to insure satisfactory results. Unusual care was exercised in mixing the colors in order to get the proper blend and distribution, which adds tone, character and attractiveness to a well-printed advertisement. The last operation in completing the job is the scoring and folding, which is done by machinery. The folders are then wrapped up in conveniently sized packages and delivered to us, ready for mailing to our lists.

The pulling power of this piece has not been determined, as time enough has not elapsed to show results.

The fact that one more nail is driven to increase the prestige of S. F. Bowser & Company, and the value of the past and the present advertising is materially enhanced, is sufficient remuneration and satisfaction to us, who are responsible for the production of our advertising, for the effort and energy which we put into it.

* * *

Dobson, if you will write the BOOMER an article on the Portable Tank, I'll promise to get you a round trip ticket on the Bowser Short Line absolutely free. You Eastern fellows ought to unbelt a little and write the BOOMER—Denton, Holbrook and Ladd ought to help out, and you too, Potts.

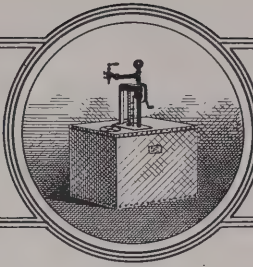
* * *

McCall sells wheel tanks just like some people weigh out coffee and sugar. Come, loosen up Mac, put us wise on your dope book. A lot of us need the money and you might just as well cop the five spot on the contest.

* * *

Last week F. A. Smith, of Michigan, dropped into our Ft. Wayne Office with a challenge for a game of three-cushion billiards. Those games all look alike to us, but we let Mr. Smith down easy for the first trip—he'll get his next time.

Seventy-three Days Left to Work.



FT. WAYNE
ENG.
CO.

McCall and Crandall in the "Easy Chairs."

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND ITS EMPLOYEES

Who's the greatest man in the world, Wagner or Ty Cobb?

* * *

NEW YORK, October 9, 1909.

Question and Answer Department,
Bowser BOOMER.

Noting remarks in last issue of Boomer for questions to be answered, wish to state that our Salesmen have been bothered with a few questions which they are unable to answer in several of the calls which they are compelled to make upon Prospects, and which are respectfully referred herewith for your attention.

1. What would be the result if an irresistible force came in contact with an immovable body?
2. Who discovered the North Pole? Cook or Peary?
3. Can a filter be attached to a transfer pump and a siphon?

Yours very truly,
NEW YORK OFFICE.

ANSWERS

1. The result would be somewhat similar to the performances of an inverted hexagonal hyperbola suffering from acute intestinal indigestion.

2. That question cannot be answered until Roosevelt gets back from Africa.

3. Yes. But it is to be used only in the most severe cases, our semi-automatic centrifugal stomach pump is much more efficacious. NEXT.

* * *

We now have two gentlemen in the "Easy Chair" so far as nailing the 325 points to the mast is concerned, Mr. McCall and Mr. Crandall. They will now enjoy the sport of watching the other gentlemen climb.

At the present writing, Mr. W. C. Smith, of San Francisco, is the nearest to accomplishing the feat; he now lacks 42½ points. A. G. Ratliff has passed R. E. Chrono, who is in third place.

McCall and Crandall certainly made remarkable records in this connection and Smith is going some himself.

* * *

We are reliably informed that J. H. Medsker, of Pittsburgh acted the part of hero in the recent explosion and fire in the Ferguson Building in that city. Medsker was in his office when the explosion occurred and immediately saved himself. After saving himself, he returned to the building and led 284 stenographers down the winding stairs while the flames and smoke filled the elevator shaft. A special BOOMER correspondent appeared upon the scene just in time to put Medsker in line for the Carnegie Hero Medal or he might otherwise have failed to become famous.

* * *

E. J. Murphy, of Toronto, sent us a factory order for the first week of October which is a "dinger." All straight standard equipment amounting to 173 points. Fine business, Murphy.

* * *

Surely Bentel's article on the Wheel Tank did not scare you out, did it? Come on, be good Indians and give us a spiel, and don't forget the Gallon Meter.

* * *

F. W. Martin, a new man in Georgia territory, hands us a bunch of thirty-two points for the first four days in October.

Now for an order a day for sixty-seven days—That's all the working days left this year. Could you? Would you? WILL YOU?

* * *

H. C. Carpenter, Jr., left Fort Wayne last Saturday for Rutland, Vt., to celebrate his golden wedding anniversary at home. We were going to say that Clint made a flying trip, but that would not do, since he makes occasional balloon ascensions. Would you believe it, Carpenter came up to the tenth floor and tried to make that postal card story stick and he got sore because we wouldn't stand for it.

* * *

See how nice Hess and Stata look in their cars? Let's have some more, we feel proud to think we have salesmen representing us who are well to do enough to own cars. We would very much appreciate a picture from every man who owns a car. That's on the level, no kidding.

* * *

THE GRAND PRIZE

It is time now for everybody to begin thinking seriously about the Grand Prizes to be awarded the first of the year. If you will refer to General Letter No. 202 by Mr. Polhamus, dated January 25th, you will discover the following remarks in the last paragraph on page two:

"Besides the Cup and diamond pin referred to, we will also award to the salesman working the general line exclusively, to the salesman working the garage line exclusively, to the salesman working the factory line exclusively, and to the salesman working what will be known as the combination line, who secures the greatest amount of business during the year, a fine diamond pin similar to the one that will be awarded to the Manager. To the salesman in each of these lines who will do the next greatest amount of business for the entire year, we will award fifty dollars in gold and to the salesman who will do the third greatest amount of business in each of these lines for the entire year, we will award a fine traveling bag worth twenty dollars. In addition to the prizes named, we will award prizes of minor importance, of which you will be advised later."

These prizes are worth going after and there is going to be a lot of fun during the Convention in the awarding of them and we want to assure you that if you have any chance for a prize, it will add quite a good deal to your pleasure and satisfaction, when the actual time comes, to be one of the chosen.

The BOOMER has not paid very much attention so far to the main Prize Contest, we having devoted a good deal of space to the Cup Contest and the different special contests which have been going on during the year, but now, inasmuch as more than three-fourths of the year is gone and we have but sixty-seven working days left, counting right up to December 31st, it is a case of home stretch finish for the Main Prize.

In going over the records we find that on October 1st, Dobson, of New York, is the "big smoke." He has written more business than any other man in the organization for the year. Crandall is second, with a short lead over Dietch, J. H. Armstrong, a new man with the Fort Wayne Factory Department, being fourth. Armstrong, Crandall, Dobson and Jenkinson lead their respective Departments and we prophesy that there will be some scrambling from now on, until January 1st in order to decide the winners.

We publish herewith the names and standing of the first six men in each line. This is on the business secured up to October 1st, and for the benefit of the salesmen who are in line for prizes, we shall be glad to publish from month to month, the standing of the leading men in the different lines.

FACTORY LINE

- 1st. J. H. Armstrong
- 2nd. R. S. Johnson
- 3rd. G. E. Bigelow
- 4th. E. M. Caskey
- 5th. S. F. Taylor
- 6th. J. R. Sibley

* * *

GENERAL LINE

- 1st. W. V. Crandall
- 2nd. E. P. Hayes
- 3rd. J. W. Merickel
- 4th. W. C. Smith
- 5th. A. E. Moffat
- 6th. F. W. Devereaux

* * *

GARAGE LINE

- 1st. H. E. Dobson
- 2nd. J. N. Dietch
- 3rd. K. F. Hessenmueller
- 4th. T. C. Potts
- 5th. F. H. Olds
- 6th. F. H. Cook

* * *

COMBINATION LINE

- 1st. W. E. Jenkinson
- 2nd. C. B. Evans
- 3rd. L. Smith
- 4th. J. Theo. Smith
- 5th. E. J. Murphy
- 6th. G. E. Bowen

* * *

We have a letter from R. E. Chrono, in which he says that, in his opinion, it will not be necessary for us to lay in a large supply of asbestos gloves. We presume from this, that he believes only a few of the salesmen will collect any large quantity of zero blanks by the first of January.

He also says that he has studied with interest the chart and selling points suggested by Mr. Bentel for the sale of the Wheel Tank, that Mr. Bentel handled the matter in a masterly and scientific manner, but that as nothing is good or bad except by comparison, he would like to see some one else try to put Bentel's points in the shade.

He says further, that if Bentel wants that Five, he will have to "come again," and tell us something about the Gallon Meter. That's right, Bentel, you didn't say anything about the Gallon Meter and that is an important point.

Now, if none of those other fellows are going to loosen up and give us an argument on Wheel Tanks and Gallon Meters, suppose you give us your arguments on the Meter alone.

We are surprised that none of the other men have cut in on this. Aren't they the stingy lot when it comes to contributing to the BOOMER?

MR. BOOMER EDITOR:—

It should be distinctly understood that the expression "a piker" is a particular pet of Mr. McConnell's, and is copyrighted in this and all foreign countries. Your use of this word, Mr. McConnell advises, when speaking of "Jawhn D." in comparison with Mr. Dietch in the last BOOMER, was entirely unauthorized, and our new Sales Manager has threatened to have you arrested.

If you continue to filch such quotations without giving proper credit, you'll have me so scared I'll resign.

RALPH COREY,

Cub Reporter.

All right, we knew that Mac claimed most everything, but we did not know that any part of the language came within his zone of influence.—Ed.

* * *

CUP RACE

We note that there is some interest in the cup race being displayed by the Managers of the different offices, and we have been offered several bribes for the influence of the BOOMER in connection with different sales organizations, but there is no question about the BOOMER remaining neutral, at least until the first of the year, and then we shall make a desperate effort to get on the right side of the winner, because we fully expect that the BOOMER will have its name engraved upon the cup, and we think it would be a cold-blooded manager who would not insist upon having that done, if we can show him at the last moment that we were really on his side. This is going to take some very fine figuring, but we believe that we will be able to make good.

At the present time, we are very much interested in the Fort Wayne Sales Department, as Mr. McConnell is a graduate of our Correspondence School Department. At the same time, we are very much interested in Brother Bill in New York, and we have a strong leaning toward Boston on account of having once lived in Boston and knowing Mr. Anderson very well. We have a particular leaning toward Chicago on account of the Editor having formerly been connected with Chicago, and so on, down the line.

Just a few days ago, we received a "personal" letter from Brother Bill, which was not intended for publication, but we feel that we can take a chance on repeating the last paragraph of the letter, which reads as follows:

"I notice you are touting Fort Wayne General Line pretty strong for the third period, but would respectfully suggest that you go a little slow, or you may have to back up before the snow flies. If you will look back over the sheet, you will find that the New York Office has been a very consistent performer since the race started, and that we have not attempted any fancy work. When the wire is reached, you will find N. Y. O. right up in the first flight."

(Signed)

W. T. HATMAKER.

We are compelled to agree that the New York Office has been a consistent performer, but we are still riding the Fort Wayne General Line for the third period, and we know this, that if the Fort Wayne General Line does not win the third period, that there will be six district superintendents who will not dare to visit Fort Wayne before the middle of next year.



H. E. Dobson, of New York, whose picture appears in this issue, is the lad who has written more business this year up to October 1st than any other man in the employ of the Company.

Mr. Dobson is a clean, high-grade salesman of fine personality and exceptional intelligence, and his record speaks for his energy and application to business. Last year, Dobson entered the employ of the Bowser Company April 1st and won first prize in the garage line. To repeat as a leader is great work, but to sell more goods than any man in any line is a record deserving of the highest praise.

* * *

BOSTON

TORONTO

FORT WAYNE GENERAL LINE

NEW YORK

SAN FRANCISCO

PHILADELPHIA

CHICAGO

FACTORY AND RAILROAD

In presenting the standing of offices for the third period at the close of business October 9th, we do so with mingled feelings of surprise, fear, interest and regret, which state of mind we refuse to explain, leaving it entirely to your imagination.

You may talk about your races, but this scramble for the third period certainly puts them all in the shade. Toronto took a running jump and landed in second place, just one and a half per cent behind Boston. Wouldn't that have been a terrible blow if Toronto had landed ahead? Fort Wayne is less than one point behind Toronto and New York is three-fifths of one per cent behind Ft. Wayne. Less than three points difference covers four offices. So next week is liable to show something startling, and we can see a chance right now of Ft. Wayne landing ahead of Boston next week, after their holding the lead steadily for over nine months. Nice work Boston, for holding the lead; nice work Toronto, for coming up to second place; nice work Ft. Wayne, you're right there; nice work New York, for sticking with the bunch.

* * *

We have a letter from A. T. Stata saying that we ought to make the BOOMER a daily instead of a weekly, also saying, that if we do he will take a four years subscription at the same rate he is now paying. He doesn't want much, does he?

APOLLO STEEL

To forcefully explain and describe any article which one may be selling demands accurate knowledge of the process of its production and the kinds of material entering into its make-up. It is hardly sufficient for a salesman to make the statement that the steel is of the best quality, or that it is Apollo Brand, which is used in our twelve and fourteen gauge, type "C" tanks and all of the type "A" tanks. The word "Apollo" in connection with steel has little or no significance to the average buyer, but when he is impressed with the fact that the high quality of Apollo steel makes it especially adaptable to use in Bowser Tanks, and understands the features of a high grade of steel, he is much more likely to be impressed.

This steel we have found to best serve our purposes and is one of the best brands of steel manufactured by the American Sheet & Tin Plate Company, and was originally manufactured by the Apollo Sheet Steel Company at Pittsburg.

Among the many distinctive features and merits of this brand of steel, we will mention a few of the important ones as we have found them after continued use.

The steel is uniform in grade and grain. The surface is smooth and will bend flat on itself and back again, without fracture. In our experience, we have found that other brands of steel, when formed up and assembled into a tank, often crack. These cracks are not detected until after the head is in the tank and entirely riveted in and the test is made for leakage. It is then necessary, when a crack appears, to remove the head, which is a costly and unnecessary operation. After many experiments with different brands, we have successfully obviated this difficulty by the use of the Apollo Brand. Its uniform working quality is also an important feature.

Its uniform quality, its perfect grain, hardness and texture also insure absolute provision against these conditions. The steel is true to gauge and made of carefully selected raw materials.

Another fact which makes Apollo Brand superior is the perfect galvanizing. The galvanizing on some brands of steel is easily scratched or marred, which, of course, lessens the durability and uniform thickness. It is also a fact that the gauge of the steel is measured before it is galvanized, that is, the gauge is the thickness of the black steel. After the galvanizing process, the weight is somewhat heavier.

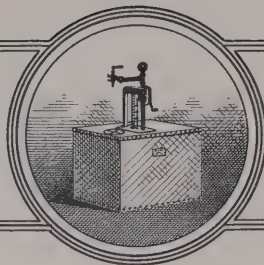
The steel is bought in lengths and widths best suited for economical cutting and shearing.

A word concerning the manufacture of the steel might be of interest. The tensile strength ranges from 45,000 to 55,000 pounds per square inch, which is abnormally high tension. The steel is open-hearth quality, which name is derived from the method of manufacture, which method is again an important factor in the production of this brand. By the open-hearth method, the tensile strength and fiber is greatly increased. By a process of rolling and reheating, the texture is made even and strong, and serves to drive from the steel such detrimental agencies as carbon, sulphur and other foreign substances.

Another point which enters into the construction and insures durability, and also important to the leak-proof feature is that the heads are formed by machinery. A machine-made head is much more accurately formed than a hand-hammered head.

It is experience which has developed this standard of perfection, uniformity of product and correct mechanical construction of the Bowser Tanks.

BOWSER'S



BOOMER

Vol. IV

OCTOBER 20, 1909

No. 18

THE CANUCKS
LEAD THE
YANKEES

Circulation Five Hundred and Fifty Two Copies Per Week.

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

It is now settled that Honas Wagner is the greatest man in the world.

* * *

Now, Hance, you have the lead; what are you going to do with it?

* * *

If there is anything that touches the soft spot with the Editorial Department (and when we say soft spot, we mean the heart, not the head), it is to have the ladies, the Lord bless them, compliment the BOOMER. Several Bowser men have had the innate grace to say to us that their wives took a great deal of interest in the BOOMER. Every time one of the gang comes across with such a remark, we take a new and more hopeful grip on life and feel that we would not care if the office hours were from 6 A. M. to 8 P. M. But be it known to all persons within the range of our voice that it remained for a new Bowser man and his charming wife to befuddle the entire department by braving the danger of an elevator accident and actually presenting their compliments, personally, to the Editor in Parlor A of the BOOMER Suite. The gentleman who won his way into the heart of the BOOMER with one bold jump is F. E. Morris. When we first met Morris, we—well, we won't say—but since a man is judged by the company he keeps, we feel, after meeting the really important end of the family, that any man who can capture such a lady, has class.

A SUGGESTION

Many times in your selling, you run across concerns owned by one or more persons, doing business under firm names. Some of these firms are incorporated, and others are using the firm names only as a matter of convenience in trading. Many times these firms are new ones or are old firms which have recently taken on new names, and in either case, not mentioned in Dun's nor Bradstreet's. Where firms are not mentioned in Dun's nor Bradstreet's, we have no basis upon which to promptly pass credit, unless suitable information is supplied by the salesman. In all such cases, it would be well for the salesman to give some thought to the situation which confronts the credit man and the man who is responsible for the proper entry of the sale in our card file. Every salesman is interested in having his orders filled promptly and so are we, therefore, if the salesman will give some thought to these matters, it will, many times be the means of preventing delay, and who knows that it may not sometimes prevent cancellations?

Just last month, we received an order from a general line salesman for a nice outfit for the "City Grocery," we will say. We have in our files about forty "City Groceries," but that's neither here nor there, meaning that it has no direct bearing upon the particular point at issue. When we went to Dun's and Bradstreet's for reference, we could find no mention of the "City Grocery" in the town from which the order originated.

The lack of mention in the reference books made it necessary to send to "Kokomazoo," which we will call the town, to get a special report through a local attorney. In a few days, we received a report stating that the "City Grocery" is owned by "Henry Dinkelbaum," we will call his name. The attorney further deposes that "Mr. Dinkelbaum" is one of their best citizens and worth fifteen thousand dollars. That was a good credit risk which should have been passed and shipped without delay, but the lack of information caused several days' delay, considerable handling in the office and a slight expense, all of which could have been avoided without the least trouble.



What in our humble opinion, and we give it without charge, would have been proper, is for a salesman in such a case to learn if the firm is incorporated, its real owner, step into the local bank and ask an officer of that institution how the "main guy stacks up." It is not necessary to use as choice words as we use in asking the question, but GET THE INFORMATION and then "slip it to us" with the order.

Say, boys, if you will just do all these stunts the right way, we can slip the tanks to customers and slip your part of the swag to you, P. D. Q., see? Then we will all be happy—Yes?

* * *

Mr. Dunkelberg has always thought that he, by divine right, should hold all the Bowser medals in connection with hunting and fishing, so it has been put up to S. F. himself to go after his scalp. Mr. Bowser has put in a hard and faithful effort during the last two weeks under the expert direction of N. A. Ring, one of our Maine General Line men who owns a forest reserve near Bangor. He has made honest and careful reports and C. A. has shown his pique by sending him zero blanks. To show the actual situation as we go to press, we reproduce herewith the latest telegraphic correspondence between the two sportsmen.

ORONO, MAINE, October 15, 1909.

C. A. DUNKELBERG,

Ft. Wayne, Ind.

Hunting better this week than last. Bagged one woodcock, one crow and one skunk.

S. F. BOWSER.

FT. WAYNE, IND., October 16, 1909.

S. F. BOWSER,

Orono, Maine,

Care of N. A. Ring.

You are promoted to E class. Must do better or send in grip. Can't eat skunk or crow. Ship venison.

C. A. DUNKELBERG.

CUP RACE—THIRD PERIOD

Week ending October 16, 1909

TORONTO

BOSTON

FORT WAYNE GENERAL LINE

NEW YORK

PHILADELPHIA

SAN FRANCISCO

CHICAGO

FACTORY AND RAILROAD

It is our sad duty to record that those lusty Canucks have wrested the lead in the cup race from Boston. We have nothing against the Canucks in particular, and we feel that the bean-eating Yankees have had the lead for an unreasonable length of time, but it does sort of bore us to think that seven large, full-grown offices should let our "over-the-border" friends snatch the lead from the U. S. A. Technically speaking, Toronto leads Boston by one per cent for the third period at the close of business October 16th, with Fort Wayne four per cent behind and "little old New York" four per cent behind Fort Wayne. We hate to think what is going to happen to six district superintendents if Fort Wayne fails to win the third section. It will be a terrible slaughter of the innocents.

* * *

On the 11th of October we received a fine bunch of business at Fort Wayne, which goes to swell the Fort Wayne General Line Sales; Geo. E. Bowen, 37 points; A. L. Byrd, 33 points; A. B. Cornell, 13 points; C. R. Frierson, 30 points; L. P. Murray, 18 points; R. E. McIntosh, 10 points; T. C. Potts, 36 points; J. M. Sitton, 40 points; J. C. White, 13 points; G. L. Womble, 30 points. Just for good measure Cornell sent us 38 points and Sitton 22 points on the 9th.

* * *

Mr. Dunkelberg says in a telegram that he can't eat crow. We have known some persons who have had to do it.





L. P. MURRAY AND THE LITTLE MURRAYS

We are reliably informed by one of our National Associated Press Correspondents that we have in our employ a salesman who, while he is making an exceptional record, is such a modest fellow that he will not write his own autobiography. Surely it is hard to believe that there is a Bowser man who will not blow his own horn.

We have noticed for some time that since we put a good, live man in Minneapolis and St. Paul that there has been a decided improvement in the business. Mr. L. P. Murray has had charge of that territory for some time and is sending us just about as nice a line of orders as is coming from any garage territory. Outfits of the highest grade have been sold to private owners in the face of offers of cheap tanks at one-half the price of Bowser Tanks and they have been sold at strictly list. Out of Mr. Murray's last twenty orders for private garage equipments he has sold seventeen Gallon Meters and seventeen Filters with Cut 41 Outfits.

During the early part of this month our Associated Press Correspondent informs us that Mr. Murray had a call to make on a prospect who owned a 500 gallon common supply tank and wanted a cheap pump and a tank no larger than 100 gallons so that he could pump the gasoline into his building and fill the small tank from the big one. Mr. Murray sold him a Cut 39 with a Gallon Meter, Hose, Portable Nozzle, Filter and a 10-barrel 12-gauge tank. That certainly is a record to be proud of and we want to congratulate Mr. Murray on his good work. We take a lot of pleasure in acknowledging such exceptional results.

* * *

Harry Purdy, who has been in rather poor health during the summer and has been unable to devote his time to business, has now taken up the field work again in the South. His first report, with business amounting to 17 points, reached us this month.

* * *

The early part of this month, District Superintendent King started to break in a new man by the name of Geo. H. Hull. The first order which they secured was a paint oil proposition amounting to 24 points. We call that a pretty good start.

* * *

The Fort Wayne Sales Department has just called our attention to three reports from O'Neil; 8 points received on the 7th, 8 on the 8th and 14 on the 9th. That is pretty regular business and we sure like to see it.

THE ENAMELING OVEN

Perhaps few Bowser salesmen, even though used to talking Bowser Quality six days a week, realize to just what extent this idea of perfection is carried.

Quality is expressed in the most minute details. One of these, to which little thought is given, is the enameling. All black pump parts, accessories and Cut No. 121 Wheel Tanks are enameled. These articles could be painted just as well, but the paint would be susceptible to the action of oil, and the painted parts would soon be stripped of their color. The enamel, however, cannot be marred, except by some such means as striking with considerable force.

The process of enameling consists of several steps. Before enamel can be applied, and good, smooth results obtained, every piece of metal must be ground, and filed so that a perfectly even surface is secured. The articles thus prepared are dipped into the liquid enamel, which is of the best quality obtainable. After two coats are applied, the enameled articles are subjected to the baking operation.

The baking offers an illustration of the careful attention which is given to details, and the quickness with which new and better processes of manufacture are adopted in the Bowser plant. Within the last few months, a perfectly good coke-burning baking oven, which worked well enough, was supplanted by a new and more up-to-date gas-burning oven, made by a New Jersey concern. This new oven, it was learned, would do the work much more quickly, with the results even better than those obtained with the coke oven.

The new oven is commodious, and thousands of pump parts can be baked at one time. The enameled work is hung by means of hooks, upon portable iron racks, about five feet in height, in such a way that the finish of the article is never disturbed. The loaded racks are wheeled into the oven, and placed in rows. The fuel, which is combined gas and air is then admitted to the burners directly under the racks, and a light applied. By means of a thermometer, and a set of fuel regulating valves, the temperature of the oven is maintained at an intense, even heat, which gives the best results. An article which has been in the oven an hour and a half is thoroughly baked and ready for assembling. By the old method of baking, five hours were necessary.

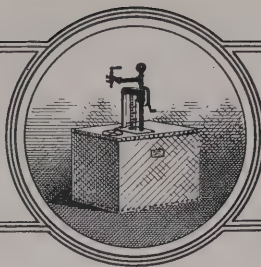
The installation of this apparatus, which is of heavy metal with metal doors and burners, complete with motor, valves, pipe, etc., called for considerable expenditure, but we are quite confident that the results being obtained, have justified that.

* * *

One day last week, we were in receipt of an order from the New York Office for a 5-barrel Cut 41 for the private garage of one George J. Gould, with residence in New York City. There is no use talking, the New York City organization needs to be graded up to selling better class customers. Our credit man has been called upon to pass upon orders from Carnegie, Astor, Vanderbilt, Rockefeller, Stillman, Rogers and Morgan. Now comes this George J. Gould! We are informed that George was always a careful boy with his money, and unless he has gone astray since he has been chumming with some of our New York salesmen, he will be able to take care of this obligation in reasonable time.

Now, in a case of this kind, why couldn't the salesman tie his horse to the hitching post in front of the Court House and go over to the Bank and ask the president how George stacks up in his own town.

SIXTY-ONE DAYS LEFT TO WORK



OUR ZERO CLASS — THE HUMAN BOWL

Fort Wayne, Ind., U. S. A., October 22, 1909.

TO ALL MANAGERS, SUPERINTENDENTS & SALESMEN:

Gentlemen:—As the year is nearing its close, it reminds us that we must begin to plan for our Annual Meeting. We are looking forward to this Meeting with a great deal of anticipation and pleasure and it is our desire that we shall have the most enjoyable Meeting we have ever had.

We want our boys to all come in here with the idea that they are going to have a pleasant and profitable trip to the factory and we want them to feel when they leave here that the firm has more than made good. It is not our expectation in this Meeting that it will be so much along business lines as our Meetings heretofore, but, while there will be some matters to be taken up along these lines, that there will be more visiting among and with the boys than heretofore and that the boys will have more opportunity to look about the plant and into those matters in which they are personally interested.

Our line has now become so large that many things that are of vital interest to some of our salesmen in no wise concern others; to bring such matters before the Meeting would be a waste of time and an annoyance to many of the salesmen, so that such matters will not be permitted to come before the Meeting. We expect to have, the week before the Annual Meeting, a meeting of all of our District Managers and Superintendents and we wish that any of our salesmen who have matters that they think would be well to come before the meeting or in which they are personally interested, would take such matters up with their District Managers or Superintendents before this Managers' Meeting, when it will be the business of the Manager or Superintendent at that time to bring the matter before the Managers' Meeting, unless it is something that is purely of a local nature and can be adjusted by the Manager or Superintendent himself.

Our Annual Meeting we expect to hold the second week in January. It will begin with a reception on Tuesday evening, January 11th. As this brings the Meeting so late in the month that it will be the middle of the month by the time the Meeting closes and as salesmen will have had several weeks at home with their families, it will be expected of salesmen that they will be ready to start from the factory for their field of work and that they will leave Fort Wayne promptly at the close of the Meeting. That this may be accomplished, salesmen who have matters they wish to take up with their Managers or District Superintendents, either at Fort Wayne or any of the Branches, will please arrange to take those matters up prior to the time of the Meeting. Have them adjusted as far as possible by correspondence or, where this is not possible, arrange to see your Manager at the different Branch Offices or at Fort Wayne prior to the Annual Meeting. District Managers, Superintendents and all salesmen will please bear this in mind. Your attention will be called to this again about the close of the year. By following the plan outlined, all can enjoy the Meeting better and the whole force of salesmen will not be annoyed by petty matters in which they have no interest.

We are looking forward to your presence at the Meeting and assure you that we shall all be pleased to see you.

With best wishes, we are,

Yours very truly,

S. F. BOWSER & CO., (Inc.),



General Manager.

Our cup contest and the effort to secure our mark for the year has developed a good deal of enthusiasm. We print this month some letters and telegrams bearing on the subject which are especially interesting in showing the spirit with which our representatives enter into the struggle. That's the kind of stuff that makes successful men. Forget the grouch and everybody boost till December 31st, 11:59 P. M.

* * *

(Telegram)

Fort Wayne, Ind., October 21, 1909.

W. R. HANCE,
Toronto, Ontario.

Figures to date show year's quota in danger. We will fail unless you contribute at least 205 points weekly for next nine weeks. You can do it. Wire my personal appeal to your men for best efforts. Write me. We must make it.

A. Z. POLHAMUS.

* * *

(Telegram)

Montreal, Quebec, October 21, 1909.

A. Z. POLHAMUS,
Fort Wayne, Ind.

Your telegram forwarded here. In danger of what? My winning the cup? Bet you a hat my office secures 225 points weekly for next nine weeks. Answer.

W. R. HANCE.

* * *

(Telegram)

Fort Wayne, Ind., October 22, 1909.

W. R. HANCE,
Toronto, Ontario.

Will bet you a hat you don't get 225 points weekly next nine weeks. Will give you a hat if you win cup for the third period.

A. Z. POLHAMUS.

* * *

(Telegram)

New York City, October 22, 1909.

A. Z. POLHAMUS,
Fort Wayne, Ind.

Have averaged 250 points weekly past three weeks. Will do utmost to keep up average. Our quota safe. Everybody working.

W. T. HATMAKER.

* * *

St. Louis, Mo., October 21, 1909

MR. A. Z. POLHAMUS,
Fort Wayne, Ind.

MY DEAR SIR:—I have your telegram of this date showing year's quota to be in danger, however I am up on the firing line, my powder is dry and I have "Inside Information." I pulled off two victories the first two days of this week, making my sales thus far this month 41 points. If the condition of my forces remain as they are, I think that your request will prove very reasonable in my case. Whatever the result may be I give you the assurance that I will be up and about my business early and late from now until the time required to secure a victory.

Thanking you for the hearty co-operation I have received from Fort Wayne, I am your obedient servant,

C. M. CARPENTER.

Findlay, Ohio, Oct. 21, 1909.

MR. A. Z. POLHAMUS,
Fort Wayne, Ind.

Dear Sir:—Your telegram received this evening. Will use every effort to contribute 12 points weekly. If close hard work counts, I will succeed, I am, and will put in every minute of time up to and including the last day. There is no such word as "fail." We all will put our shoulder to the wheel and succeed. Count on me to do my best. Hoping you have regained your health and feeling fine is the wish of your

Sincere friend,
W. E. LEWIS.

* * *

Kalamazoo, October 21, 1909.

A. Z. POLHAMUS,

Dear Sir:—Your telegram received and will make points asked for and better by end of year, and assure you of my very best efforts to bring Quota up to required amount.

Yours truly,
F. A. SMITH.

* * *

Cleveland, O., October 21, 1909.

S. F. BOWSER & Co., Inc.

Dear Sirs:—Replying to letter from A. Z. Polhamus, regarding (subject) "Your telegram of Stiremup."

My pace during the past six or eight weeks has been in excess of 28 points per week, and like yourself I cannot see any just reason for falling below that point for the balance of the year.

Yours very truly,
T. C. POTTS.

* * *

As the salesmen and managers all know, Mr. Polhamus sent out a general call for help on the quota a few days ago, and we wish to say to you that the happy responses received from all quarters of our field, give us every confidence in a concerted effort in the wind up of the year's business, which will break every Bowser record.

We sincerely thank the whole organization for the consistent courtesy and energy displayed in the responses. We believe that Mr. Polhamus has personally replied to every letter, but we wish to add this general acknowledgment of the firm's appreciation.

* * *

We received two public garage orders from H. E. Dodson, of New York, on the 16th, amounting to 59 points.

* * *

During the second week in October, J. E. Homsher sent us nine orders, the last one amounting to over 13 points.

* * *

Saunders' first order after he struck Southern territory this month amounted to 15 points.



Reproduced herewith is an illustration showing Bowser pumps installed in Miller's Hardware Store, Desmet, South Dakota.

The significance of this illustration lies in the fact that they are sending out postal cards showing an illustration of the Bowser pumps. This is decidedly good evidence that they are proud of the outfit as they are taking this means to advertise their business.

* * *

MY CREED

I believe in the Stuff I am handing out, in the Firm I am working for, and in my ability to get results. I believe that honest Stuff can be passed out to honest men by honest methods.

I believe in working, not weeping; in boosting, not knocking, and in the pleasure of my job.

I believe that a man gets what he goes after; that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself.

I believe in today, and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition.

I believe there is something doing somewhere for every man ready to do it.

I believe I am ready right now.

—George W. Hall, Vice Pres. Randall Printing Co.
St. Paul, Minnesota

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

In this edition of the Boomer is a letter from Mr. Polhamus about the Annual Convention, which should be read by every salesman.

We do not know how closely Boomers are read by the salesmen, but as it is the intention to make important announcements from time to time through this medium, we trust that the pages will be watched carefully for such matters.

* * *

Our cartoon is the development of an idea which escaped from the massive and energetic mind of our Assistant General Manager.

It refers to an amusement device seen at Coney Island, New York, and White City, Chicago, where our best citizens pay five cents per head to get into a wooden bowl with polished sides where they run around until they get up enough momentum to carry them up the side and out of the bowl.

It's all very well for some of these globe trotters, who visit from time to time the large centers of population, to be familiar with these new fangled contrivances, but how in the name of Sam Hill do they expect "us fellers" who inhabit the hamlets or never get outside of Allen County, Indiana, to know what they are?

* * *

Last week we asked Mr. Hance what he was going to do with the lead. Do you suppose he is trying to hold it?

Now see here, you Canadians, a joke is a joke, but don't go too far with it.

On the morning of the 22nd we received one bunch of orders from Abbey Anderson of Saskatchewan, Canada, amounting to 95 points. One bunch mind you, and from one General line man. Those Canucks are going crazy.

* * *

We are thinking seriously of opening a ladies' department in the Boomer, having it edited by the best-looking girl in the office. I'll bet if we do that some of these silent salesmen will write the editor.

Girls, send in your applications with photos.

* * *

The Boomer moves that we place in nomination the name of Honus Wagner of Pittsburg for President, and Ty Cobb of Detroit for Vice-President, any seconds to the motion?

* * *

R. S. Colwell was in the Boomer Office when the last week's cartoon appeared. He said that he feared the cup would be pulled to pieces before it was finally presented to the Chicago Office.

* * *

One of the Canadian salesmen told Mr. Polhamus on a recent trip that their crowd expected to "En Hance" the value of the loving cup.

Now what do you know about that?

Mr. Polhamus called together, the other evening, all the Fort Wayne employees who were in any way responsible for the dictation of letters, and gave us some of his ideas as to what should constitute good correspondence.

The feature of his remarks which struck the "Boomer" most forcibly was the statement that what the Bowser Company wants is to know that every one is given a square deal; that the Company does not want a dollar of any man's money that it is not honestly entitled to, and that it wants the correspondents to give the other fellow the benefit of the doubt at all times, and if the other fellow honestly believes that he is entitled to the dollar, that the Bowser Company would rather give it to him than to keep it. This applies to salesmen and customers alike.

That is a fine spirit, gentlemen, and it is the spirit which leads to success. The day of "smart" trading is over; the business diplomacy that wins today is the frank, honest statement and square dealing, which makes a friend of every man you sell. No brain has ever yet devised an advertising scheme which advertises so effectively as the satisfied customer.

As an illustration of that, let us cite one instance: For several months, The Publication Department has been solicited by some of the cleverest solicitors in the country in an effort to induce us to take up advertising through an advertising agency. The combined solicitation had not the effect of inducing us to grapple with the agency question, but recently, while the writer was calling on the publicity manager of a large tire concern, he pulled out a lot of advertising copy, and said, "Look what this agency is doing to help me. I have used four other agencies, which were punk, but these fellows are the goods." That remark and the copy did more with us than all the solicitation. Just the evidence of a satisfied customer—that was all that we needed.

* * *

Speaking of the ladies—many of our employees will remember Miss Jessie L. Underhill who was with us for about four years in the filing department and as telephone girl.

Miss Underhill had the distinction of being the smallest girl in the office but has beaten many of the larger ladies in a very important step. She went to Los Angeles, California in September where she was married. All who know her join in heartiest good wishes.

* * *

We have a story from New York which is good. R. E. Thompson, who works the garage trade in Long Island, got into a public garage where he was trying to sell an outfit, and where he had a pretty tough fight. He saw hanging on the wall the following placard:

"One of two brothers, proprietors of a public garage, got religion. He kept expounding the doctrines of it to the other. Said he, 'Bill, you ought to join church. There's nothing like it.' 'This is all well enough,' said Bill, 'but if I do, who will measure the gasoline?'"

The last day that Mr. Thompson called, he wrote on the bottom of this sign as follows:

"MORAL: Buy a Bowser Pump."

Before he left that day he had closed an order for a twelve barrel Cut 41.

Now, we do not know if Thompson's wit helped him close the order, but it's a cinch that it did him no harm.

CUP RACE—THIRD PERIOD

Week ending October 23, 1909

TORONTO

NEW YORK

BOSTON

FORT WAYNE GENERAL LINE

PHILADELPHIA

SAN FRANCISCO

CHICAGO

FACTORY AND RAILROAD

* * *

Up to the 23rd Toronto was not only holding on to the lead in the cup race, but was nine points ahead of New York, with Boston pushed back into third place four points behind New York, and blamed if Philadelphia isn't within one percent of Boston. Talk about kicking a fellow when he's down, the leaders have certainly handed it to Boston this month.

* * *

A RURAL MORALIST

Hod Graham says he ain't got no more idee
of th' way th' country is run
Than nothin' at all, and th' whole thing'll fall
Into wreck if there ain't somethin' done,
If we just had to-day men like Webster and Clay—
But there ain't no such statesmen as these;
So dishonesty's rife in political life—
(And he weighed in his hand with the cheese).

Hod says nobody knows where the tax money goes
An' th' funds of th' people an' sich;
An' what can we expect from th' men we elect
An' the all-around craze to git rich;
So as far as he knows from th' way th' world goes
There ain't no relief he can see;
Till we all learn ag'in to declare war on sin—
(And he weighed in the scoop with the tea).

Hod says morals is slack an' we ought to go back
To th' days of our earliest youth,
When a feller was taught to do just as he ought
An' th' wasn't no discount on truth;
When a man's word was good an' he did as he should
An' the feller who served Uncle Sam
Worked as hard as though he worked for you or for me—
(And he weighed in his knife with the ham).

An' Hod says that th' more he runs a grocery store
An' th' more that he studies an' reads,
Th' more he's afraid we are on th' down grade,
With our morals all grown up to weeds;
An' th' one thing to do is for me an' for you
An' for every respectable soul,
To stick to th' ways of th' old-fashioned days—
(So he weighed himself in with the coal).
—J. W. FOLEY, in the New York Times.

TESTING BOWSER OUTFITS

One of the points that is especially emphasized by salesmen in talking to prospects is the fact that every Bowser Equipment is leak-proof and absolutely accurate.

S. F. Bowser & Co. are particularly careful that statements of this kind made by salesmen shall be proved with results when the purchaser receives the goods which he has ordered. To insure this always being the case, a careful system for testing each tank and pump that is manufactured, is used. By means of this test the slightest imperfections are detected, and no outfit showing a fault is ever allowed to leave the factory.

In testing Type B tanks, the tank is filled with water, and is then allowed to stand for some time. Every rivet and seam is carefully examined, and if the slightest indications of a leak appear, the tank is marked imperfect and returned to the workmen who made it. Then, if the fault can be remedied, that is done, and the tank re-inspected.

Type C tanks, as they receive more severe usage than any other variety, are subjected to a more rigid test. In addition to the test with water, another with air pressure is made. The flange openings are closed and air under a pressure considerably greater than the tank will ever be subjected to in actual use, is admitted to the tank. Soap-suds are spread over the seams and a careful examination given the tank. The most imperceptible leak will cause a bubble to appear. This shows the tank is imperfect and prevents its being shipped.

These tests and inspections are carefully and thoroughly made, and a tank which has passed them successfully, and been marked with the inspector's O. K., is of a quality that will maintain the Bowser reputation for high-class construction.

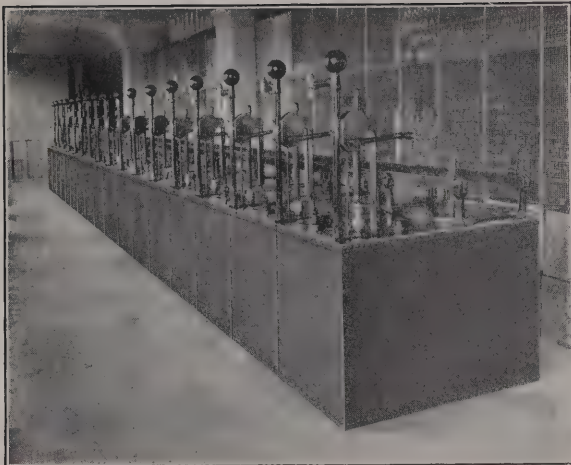
In testing pumps, oil is used, except where the outfit is to be used for alcohol or other liquid, where the use of oil might spoil it for its intended purpose. Each pump is attached to a pipe line and operated as it will be when in actual use. The first test is for the working of the equipment, without regard to the measuring feature. If this test is successful, the different measurements are tried with measures having governmental approval. Any short or over-measure is corrected, and when the pump leaves the inspector with his approval, it can be depended upon to be accurate and perfect in operation.

Equipment composed of perfect parts is bound to be what you tell your customers that it is,—a perfect, leak-proof, accurate self-measuring oil storage outfit.

* * *

Recent visitors at the home office:

W. D. Roy	W. T. Simpson
J. H. Medsker	A. T. Stata
W. B. Peck	R. S. Colwell
H. U. Earle	J. H. Armstrong
F. E. Morris	J. N. Dietch
Willis Parker	C. W. Hoffritz
H. C. Worrall	H. C. Carpenter



One of the most complete outfits for storing oils used by wholesale drug concerns is the equipment sold a little over a year ago to the Blumauer-Frank Drug Company, Portland, Oregon.

A photograph was recently taken of this outfit and is reproduced herewith. It shows a battery outfit consisting of seventeen, two-barrel, cut 109's. This equipment was sold by our Portland representative, Mr. S. D. Stoddard.

As you will note the battery is equipped with barrel track, cradle and chain hoist, and is used for handling the following liquids:

Glycerine	Neatsfoot Oil
Turpentine	Sperm Oil
Wood Alcohol	Oil of Tar
Boiled Linseed	Witch Hazel
Raw Linseed	Formaldehyde
Cotton Seed Oil	Lard Oil
Fish Oil	Sewing Machine Oil
Olive Oil	Oil of Petroleum

The Blumauer-Frank Drug Company, is a wholesale drug concern, one of the largest on the coast, occupying a six-story fire-proof building, equipped with sprinkler system and other appliances necessary to reduce the fire hazard. This installation is one of the very best we have ever made for a concern of this kind.

These tanks have been in constant use for nearly a year, and there is practically no oil on the floor. The top of the tanks and the pumps are neat and clean. Not a drop of oil is wasted, nor spilled and the oil man keeps the whole equipment in first-class condition.

They do not hesitate to recommend the outfit as evidenced by the following testimonial letter:

Portland, Oregon, October 13, 1909.

S. F. BOWSER & Co.,
612 Howard St.,
San Francisco, Calif.

Dear Sirs:—We are in receipt of your favor of October 7th, and in reply to same must say that we are very well pleased with our equipment of seventeen Bowser oil tanks.

Under this method of handling there is absolutely no loss of oils. The patent self-measuring pump insures full measure to our customers, as well as no loss to ourselves through careless handling. We can only say that we are greatly pleased with the equipment, and would be severely handicapped if we were again compelled to handle our oils under the old system.

Yours respectfully,

BLUMAUER-FRANK DRUG COMPANY,
Per H. J. Frank.

FROM HALIFAX TO VANCOUVER

By W. R. Hance

As the crow flies it is about 3,800 miles from Halifax, N. S., to Vancouver, B. C. Of course a great deal farther than this by railroad. To have covered this distance twice from October 1 to the latter part of November, stopping off at various places along the route seeing salesmen, would perhaps entitle one to the name of "Long Distance Traveler."

This trip was made over the Canadian Pacific Railroad—at present the only Transcontinental Railroad in Canada. We, however, will soon have another, as the Grand Trunk Pacific will no doubt be finished in a year or two, and the Canadian Northern Railroad, will no doubt be a Transcontinental line before many years, so that one will soon have a choice of more than one route in crossing this great Dominion:

My trip began at Toronto, extending east to Halifax and Sydney, N. S., and returning west again through Toronto on to Vancouver and Victoria to the Pacific coast. Beginning at Halifax or Sydney, N. S., one does not travel a mile without its being interesting; the scenery is varied, and the trip therefore, does not become monotonous, especially when one strikes the Canadian Rockies.

Halifax, N. S., is a quaint old city, having a population of about 50,000. It is the capital of the province, and in and around it one sees today reminders of the early inhabitants—the Acadians—especially a few miles to the west, in Annapolis valley, the scene of Longfellow's story "Evangeline." Halifax has one of the best harbors on the continent. It is strongly fortified with the most modern guns, and because of its being occupied by the Army and Navy of the mother country, it is one of the most thorough English cities on the continent. One appreciates its English atmosphere when on meeting a horse and carriage, one always turns out to the left instead of to the right.

A very interesting sight at Halifax, especially for a northern city is the public market, the business of which is carried on principally by negroes, who are descendants of the slaves of Abolition days—who escaped into Canada by means of the "Underground Railway." Their living in the north has not changed their disposition in the least, as they are as lazy and shiftless as the present southern negro. One sees them driving to market from the country ten or fifteen miles away with an ox or a cow hitched up with a horse, or perhaps driving an ox alone, bringing their little load of vegetables to market.

Another very interesting sight is the old Citadel, elevated 250 feet above the sea level. At the time it was built it was made large enough to accommodate the entire population of the city within its walls. It is not used today other than for housing some of the troops which are located in Halifax. Remains of the old Moat and Draw Bridge can be plainly seen. In fact the Draw Bridge is still in use, to which are attached large chains leading to the top of the walls, by means of which the bridge over the moat and which closed the gate of the Citadel was drawn up.

From Halifax one passes on to Moncton, N. B., which is made famous for its "Bore" or incoming tide in the Pittitcodic river. The "Bore" is caused by the immense tides in the Bay of Fundy, which by the way are the highest tides in the world, having a rise and fall every 24 hours of nearly seventy feet, which causes the water, or the "Bore," to rush for miles and miles up the rivers and creeks.

The tide is so high that even at St. John, N. B., which is nearly at the mouth of the Bay of Fundy, at a certain time of day when on going to the wharf, one sees the large ocean going boats lying with their bottoms high and dry on the ocean bed, and a few hours later when the tide is in, great is the surprise indeed to see them floating around as merrily as though nothing had happened—having risen nearly thirty feet in the space of a few hours.

From St. John one goes north again nearly to the Gulf of St. Lawrence, and then west through the wilds of the province of Quebec, passing for miles along the St. Lawrence river to the old city of Quebec. A city that for one who cannot understand the French language, would be nearly as uncomfortable as it would be in Paris. This city is of special historical interest, because its capture by the English General Wolfe from the French General Montcalm, in the battle of the Plains of Abraham in 1759, forever put a stop to France owning or occupying any of the northern part of the North American continent. Should Jacques Cartier, who spent the winter of 1535 at the base of the cliffs, upon which later was built the great fortress which the French supposed was impregnable, awake today, he would see situated on the highest lofty crag, projecting into the St. Lawrence, one of the most beautiful hotels on the continent, known as the "Chateau Frontenac."

From Quebec City one passes on to Montreal, the "City of Churches." It would be difficult indeed to find the equal of the Chapel of the great Notre Dame church, unless one should go to France or Italy. Its statuary of the Christ and Virgin Mary are works of highest art; thousands of dollars of gold leaf being used in gilding the statuary, and should any of the readers of the Boomer visit Montreal, by all means they should see this beautiful Catholic church.

Toronto next—the Queen City—is not exactly on the main line of the C. P. R., as one passing from Montreal over the C. P. R. to Toronto, must return far north again to strike the main line leading to the Pacific. Toronto is the city of Banks; having a population of nearly 400,000, it has over 100 Banks. Toronto's beauty as a city is the pride of all Canada—and hopes to be famous for its manufacture of Bowser Tanks.

On the main line of the C. P. R., from Sudbury west to Winnipeg, one passes through as picturesque scenery as one would wish to see any where. One rides for miles and miles along the north shore of Lake Superior, passing in and out of tunnels, along high precipices and around sharp curves. Space does not permit description of the wonderful northern country, which is fast being developed into the most valuable silver mines in the world.

West of Winnipeg, the "Wheat City of Canada" one rides for hundreds of miles over the prairies, through what will be in the very near future the richest farm lands in the world. Farmers of the Dakotas, Iowa, Minnesota and Wisconsin are not losing sight of their opportunity and are flocking like sheep over the Canadian boundary, taking up these valuable farm lands.

As the traveler leaves the prairies he finds at his disposal two routes or branches of the C. P. R. over the

mountains, one via the Crow's Nest Pass, and one via Banff. Usually one traveling west goes by one route and returns by the other, thus being able to see the scenery on both lines.

Mountains have always had a wonderful fascination for all mankind, their massive grandeur, majesty of lofty height, splendor of striking outline—in crag, pinnacle and precipice—seem to compel a mingled reverence and admiration. More especially is this true when snow and glacier combine to add a hundred fold to all other charms and glories of the peaks. I have been told by travelers of Europe and of the United States, that in no other country in the world is there such attractive scenery as is to be found in the Canadian Rockies. It is a land of natural beauty in the peaks, rushing rivers, peaceful lakes, immense glaciers, deep dark canyons and hot springs. It is a veritable paradise for a hunter and fisherman, and our esteemed President and Treasurer, Mr. Bowser, and Mr. Dunkelberg, as well as Mr. Roosevelt, should change their hunting grounds from Virginia and Africa to British Columbia, for all kinds of game and the finest of fish can be had with very little effort.

To describe my trip from the Crow's Nest west to the Pacific and back by way of Banff, would require space in several issues of the Boomer, and therefore, will mention only a few of the most interesting places. As one enters the mountains, and just before reaching the Crow's Nest, one comes to the little village of Frank, nestled down in the valley between two very high mountains. No doubt the readers of the Boomer will recall very vividly the disaster which occurred at Frank, when nearly half of the mountain to the south of the village slid into the valley covering up nearly all of the town. All happened without a moment's warning and millions of tons of rock buried nearly all the inhabitants, as did the lava and cinders, hundreds of years ago, Pompeii. In the ages which are to come some archaeologist will discover the ruins of an ancient people, who had their lives snuffed out in a twinkling.

After leaving Frank the road passes the Crow's Nest, which has an altitude of 4,410 feet, after which the railway descends the valley of Michel Creek, treading its way along the steep side of the mountain, which towers far above to the left; while on the right is the creek running like a thin silver thread hundreds of feet below the track. The road here forms a wonderful loop, making some amazing turns and twists, doubling back on itself within a stone's throw, and one looking upward can clearly discern the railway cutting a clear gash in the mountain directly overhead.

Arriving at Fernie, the town which a few months ago suffered with such a conflagration, nearly wiping out the entire village, one finds a very thriving little town—the centre of the celebrated Fernie coal mines. One finds here an oil house equipment sold by us, which is giving the very best of satisfaction.

From Fernie the road trends its way on through to the Kootenay landing, where one leaves the train and takes the boat, traveling for a few hours on Kootenay Lake to Nelson, and from Nelson by boat through the Arrow Head lakes to Revelstoke. The trip on the boat through the Arrow Head lakes is indeed a dream. It is spoken of as the Switzerland of America. One rides for hours and hours in a beautiful steamer through the lake, which is nestled between snow capped mountains. At the base of these mountains along the lakes are to be found some of the richest fruit ranches in the world. Apples grown in British Columbia are prize winners the world over, recently having won the grand prize in Great Britain.



S. F. BOWSER IN FATIGUE UNIFORM

Last week we published the correspondence between S. F. and Mr. Dunkelberg. Last Thursday the hunter came home bearing a photograph of himself and a big red fox which he shot; that is, he says he shot it, and we have no reason to doubt it. We do hear from New York, however, that they have some very fast hounds in Maine.

* * *

AUTOMOBILE RULES FOR PEDESTRIANS

(Geo. Fitch in Collier's)

Rule One—Pedestrians crossing boulevards at night shall wear a white light in front and a red light in the rear.

Rule Two—In dodging automobiles pedestrians shall not run more than seven miles an hour.

Rule Three—Pedestrians must register at the beginning of each year and pay a license fee of \$5 for the privilege of living. There shall be no rebate if they do not live through the entire year.

Rule Four—Pedestrians will be held responsible for all damages done to automobiles or their occupants by collision.

* * *

J. T. Smith handed us on the 27th a public garage order for 27 points and a cut 81 and other "fixins" for a private garage amounting to 49 points. Oh you Theodore!

* * *

The New York office writes us that "Dick" Thompson, the handsomest salesman on the New York sales force was married last week to one of the fairest maids in New York society. Congratulations, Thompson.



J. N. DIETCH

Last Monday morning when we opened up our mail the first thing that jumped out was a bundle of orders from J. N. Dietch amounting to one hundred points. Yes sir! One hundred points! As sure as you live. It was made up of private garage, public garage and paint oil equipments. We don't know what the old war-horse is after, but it looks to us like some of these young lads in the garage line will have to step about some to corner the best prizes, and also to lead the Fort Wayne bunch in the cup race. You must have used "the hook" last week Dietch.

* * *

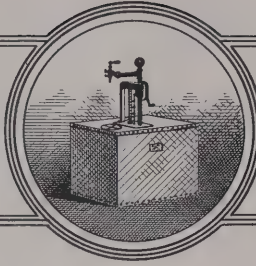
I read the other day about a fellow who said that he had had an awful lot of trouble in his lifetime, but that most of it never happened. Think it over.

* * *

Just as we go to press with this number (October 28th), we are in receipt of a bundle of orders from Toronto with the following memorandum attached: "Call Mr. Little's attention to this little package and tell Boston we are after their 'skelp'. W. R. Hance."

The package in question contained the nicest, cleanest looking lot of orders you ever saw and the bunch amounted to 152 points. We have written to Secretary of State Knox to know if there is any governmental arrangement with Canada by which we can have an injunction issued against Hance. It is outrageous the way the Canadian salesmen are treating Boston, Brother Bill and McConnell, the Boomer's special protégé.

Fifty-one Days Left To Work



The Reason Why the New York Office Dropped
into Fourth Place during the
Hudson-Fulton Celebration

FROM HALIFAX TO VANCOUVER—Concluded

By W. R. Hance

From Revelstoke west, one strikes the interesting little town of Field, nestling in the mountain valley which is formed by the Kicking Horse River. At this point one sees the grandest mountain, so far as scenery is concerned, in the entire route, known as Mount Stephen. Mount Stephen is especially interesting to students of geology, inasmuch as a large fossil bed has been found where the mountain side has tumbled forward and disintegrated in a rock slide of shaly, lime stone slabs. One picking up a small piece of one of these slabs, discovers countless fossils, fern-like and perfectly marked, so that here there must have been a mighty up-heaval some day, and that this rock was at one time the bed of some mighty morass, which gave forth vegetation which is now to be found in the tropics.

The next point of interest west of Field to the "Long Distance Traveler" is Glacier, and on leaving Field the train has to descend the western slope of the Rockies following the course of the Kicking Horse, through some of the finest mountain scenery of the world. One rides along the canyon formed by the Kicking Horse River, and on looking out the window, one peers down into the canyon to the depth of several hundred feet. This was indeed a very trying point of road bed to make as the canyon being only a stone's throw across, ledges had to be blasted in the face of the rock, jutting spurs to be tunneled, carrying the track along hundreds of feet above the Kicking Horse, which is foaming and roaring and breaking itself against the sides of the canyon below. Arriving at Glacier one finds it nestled in a niche of the narrow valley within thirty minutes walk of the Great Glacier of the Selkirks.

This was my first sight of a glacier, and having studied when a boy about glaciers, and their peculiar action in the grinding of the rocks on the sides of the mountains in their slow onward course, I was naturally much interested. While the Great Glacier is nearly two miles from the hotel, its gigantic surroundings of the mountains make it look very much nearer. Its slowly receding front with crevices of abyssmal depths cut about its crystal surface, is only a few hundred feet above the level of the railway. This glacier is the center of a group of glaciers embracing more than 150 square miles, and the hoary head seen from the railway is one of its several outlets.

West of Glacier comes the Albert Canyon, a gorge so marvelous that the train usually stops for a few minutes to allow the passengers to see its wonders. From the brink of the canyon, the rocks, torn, rent and split by the water, as well as the white foam of the flood, can be plainly seen in the great abyss, 300 feet below.

Further west one comes to the interesting canyons of the Thompson and Fraser Rivers. During the building of the road through this section I was told that the construction men numbered 7,000. It is estimated that portions of the work cost \$300,000 per mile. Supplies were packed in on the backs of mules and horses, men were suspended hundreds of feet over the sides of the canyon by means of ropes, in order to blast foot holds, by which they were to begin the construction of the road. On reaching Vancouver at last, the Great Canadian

Sea-Port of the West, one finds a city with a fine harbor, which is land locked and safe. To Vancouver are brought silks, teas, etc., from the Orient, taking in exchange lumber and the beautiful canned salmon and other fish of British Columbia. Vancouver has a most beautiful natural park, with a drive around its outer edge fringing the ocean, a distance of nine miles. In this park are to be found the giants of British Columbia Fir trees, rivalling indeed the Red Woods of California in size.

From Vancouver one takes the boat to Victoria, a four-mile trip through beautiful islands, surpassed perhaps only by the Thousand Islands of the St. Lawrence River, and on landing one is surprised indeed to find such a magnificent hotel, known as the Empress. Its rates of course are high, but to the man or woman of wealth, it must be a pleasure indeed to register after having spent so many days in the train en route from Halifax to the Pacific.

In addition to seeing the beautiful cities of Vancouver and Victoria, I was especially interested in the Chinese sections of these cities, as well as the new immigrant, the Hindü, who was to be seen everywhere with his pink, white or black turban.

* * *

We print this week the balance of the article from Mr. Hance which is the first continued story appearing in the BOOMER. Our fourth assistant secretary to the editor forgot to mark last week's article to be continued, for which he has been properly chastised. You may think that Mr. Hance's article is too long to read but let us say to you that it's worth reading and gives a description of some parts of Canada which will surprise most of us as to its interesting features.

* * *

During the latter part of October, Mr. Runyan was unfortunate enough to be caught in a wreck and fortunate enough to escape injury. At a small town on the Wabash Ry., west of Fort Wayne, one of the cars of the train on which J. W. was aboard left the track, causing an internal disarrangement of the pullmans, clearing the tables and stacking the dishes in the diner in record time. Mr. Runyan was not injured but the table where he had disposed of his dinner was entirely demolished.

We were thinking just recently how fortunate is the Bowser Company—not a death in our entire organization so far this year and not a serious accident to any salesman. EVERYBODY KNOCK WOOD QUICK.

* * *

Jeavons is the man who works about as far from home as a man can get—British Columbia—right out on the ragged edge. We hear that British Columbia is tough territory, but the BOOMER is an optimist and will not recognize tough territory. What interests us in this connection is a sixty-five-point order received today from Mr. Jeavons. How do you suppose a man picks up sixty-five-point orders out in that country? We give it up.

* * *

We regret to report the death of the father of W. D. Inslee, and the mother of J. O. McCracken. The sympathy of the Bowser Organization is extended to these gentlemen.

* * *

November 3rd we received orders from Toronto amounting to 200 points with the remarks, "We Wear a Smile."

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

Look out, don't bump the Boomer's arm.

* * *

Every copy of this issue of the Boomer was vaccinated and disinfected before it left the printers, so you need not be afraid of it.

* * *

To understand the references to vaccination remarks, you should know that last week we had a little scare in Fort Wayne on account of some mild cases of small pox and every son of a gun in the office and shop had to stand for the dope being shot into his good left arm. Since that time every fellow in the office steps around like a chicken with one blind eye, trying to protect the sore arm. I'll tell you it's great.

* * *

A short time ago one of our high-class salesmen went into a very small town, which was a considerable distance from the railroad station and at quite a disadvantage as to securing a ready supply of coal oil and gasoline. Our salesman had very little difficulty in selling one of the men a 5-bbl. outfit and the other one a 3-bbl. outfit for kerosene.

On his return to the railroad station where he made his temporary headquarters, he met the man who delivered oil throughout that section and explained to him that he had made two sales at this town, gave him the size of the tanks and information whereby he could go and have them filled. The oil man made a kick at once because of the size of the tanks which had been sold. He said it was a long trip out to see these two fellows and that at times the roads were so bad that he could not get out there during periods of one or two weeks; and that what was needed in that locality was two 10-bbl. tanks. Then when he made his trip to that town, which he could do at regular intervals, he could deliver a full tank load whether their tanks were empty or not. If one man sells more oil than the other and runs out of his supply, making it necessary to have the oil wagon call before the other man's supply is exhausted, the oil man may deliver four barrels to one man and be able to deliver but one barrel to the other, therefore he is compelled to haul back to town a half load. On the other hand, if during a bad spell of weather one man runs completely out of oil and the deliverer cannot get there with the supply, his customers are disappointed and will go to the other fellow to buy oil, and probably other things.

The result of the interview with the oil man was that our representative went back to this town and sold two 10-bbl. tanks, which enables the oil man to drive to that town with a full tank load any time that the supply of either one of the customers is running low, deliver his full load and return empty. The result of this is a great convenience to the oil man and to the customer, with no danger of the customer running out of his supply of oil during a bad spell of weather.

The moral of this story is "Study the conditions before you make your sale."

A SUGGESTION

The fact came to our attention lately that a great many of the salesmen, in ordering accessories, fill out the order blank and send it in, calling for a Gallon Meter, a Nozzle Filter, a Discharge Register or some other feature of the pump, giving no information as to the original purchaser of the pump or of its serial number.

It would not occur in some instances to the salesman that it is very important that our Order Department be informed as to the serial number of the pump before sending out any parts or accessories. Every pump that is manufactured by Bowser & Company is given a serial number and it is most always stenciled upon the name plate, making it an easy matter for the salesman, if he is on the ground where the pump is installed, to examine it and supply with his order the proper serial number.

You may think in sending in an order for a Gallon Meter for John Smith's pump at Pierceville, Indiana, that we know in this office that John Smith three years ago purchased a Cut 41 Outfit, that he never purchased any other outfit and that, by looking up our records, we will be able to ascertain that he purchased only the one outfit and no other. That question when your order arrives in this Office is very doubtful and it requires that we search our records carefully to make sure of that point. It may be that John Smith did not originally buy that particular pump. It may have been bought by Henry Jones and the business afterward sold to John Smith. In that case, we would have no way whatever of finding the record and would be unable to tell the type of the outfit.

You may sometime send in an order for a Discharge Register for the Centerville Paint Store, and, in looking up our records, we will find that the Centerville Paint Store has Cut 15 Outfits, Cut 1 Outfits and Cut 41 Outfits. It may not make any special difference with reference to the Discharge Register, but if it happens to be for a Cut 41 and that Cut 41 is equipped with a Meter the Discharge Register will require a longer discharge arm than under other conditions. In such a case we have absolutely no way of knowing unless you tell us in the order that it is for a Cut 41, giving the serial number, then it does not matter if that pump was bought and re-sold a dozen times and has traveled all over the country, we will know exactly the kind of a part to send for it and there will be no delay and no trouble and friction when the man gets the part; it will fit the pump, there will be no question about it.

In ordering a Gallon Meter it is necessary for us to have the serial number in order that we may know, for one thing, the finish of the pump. If it is for a Gasolene Outfit, it may be a red enamel finish or it may be black. In shipping the Meter, as you know, we replace the entire bracket of the pump. In some of our old-style Cut 41 pumps the standpipe was $\frac{3}{4}$ inch, while at the present time it is larger. The pump for which you are ordering the meter and the head may have been bought during a time when we were using a different style head or a different style standpipe and, in that case, we are totally at a loss as to how to fit the condition. You may be ordering a Meter for a Cut 10 Outfit, without mentioning it, and

CUP CONTEST—THIRD PERIOD
November 6, 1909

TORONTO

FORT WAYNE GENERAL LINE

PHILADELPHIA

NEW YORK

BOSTON

SAN FRANCISCO

CHICAGO

FACTORY AND RAILROAD

We are compelled to publish again the standing of the offices in the third period of the cup race Nov. 6th. It seems like a shame to show Boston in fifth place but we cannot shirk a duty no matter how disagreeable. What do you think of Philadelphia being ahead of New York and Boston?

* * *

**THE BOOMER APPRECIATED OR
LOOK OUT FOR THE CANUCKS.**

Impulse, opportunity and circumstances have presented themselves at the same time, consequently the editor's modesty is going to be entirely ignored. However, we regret exceedingly that the opportunity is made possible only by the editor's misfortune, as he has run to shelter with a bad arm—his vaccination is working.

We have been told a number of times that the Boomer is appreciated by the men and we feel mighty well repaid when this condition is accomplished. The accompanying correspondence shows the Canucks' attitude toward the BOOMER and gives some mighty good evidence of their perseverance and we "Yanks" had better sit up and take notice.

Toronto, Ontario, Nov. 3, 1909.

MR. E. J. LITTLE, Mgr. Pub. Dep't.,
S. F. Bowser & Co., Inc.,
Fort Wayne, Ind.

Dear Mr. Little:—It goes without saying that all of our Canadian boys are highly pleased with the Boomer. Much more so, we assure you, than we were some months ago. This is not due to the Boomer not being as good a paper some months ago, as it is today, but instead, due to our position in the cup race, and to simply show you what some of our Canucks think about our holding first place, I give you herewith a copy of telegram just received from our Manitoba representative.

Portage La Prairie, Man., Oct. 31, 1909.

W. R. HANCE,
Care S. F. Bowser & Co.,
Toronto, Ontario.

Week finished biglad points. Will guarantee tinoct points per week for Oct. weeks. Hat and cup for you.

J. W. MERICKEL.

It looks as though I were going to get a hat doesn't it? Well, I need one badly, for with removing my hat constantly to scratch my head to enable us to dig up some new place for an order, I have my hat band worn threadbare, and of course, can't very well buy a new one now, as I might have two hats on my hands, and that of course, would not do for a Bowser man.

Again congratulating you on your great success with the Boomer, I am,

Yours very truly,

W. R. HANCE.

CUP CONTEST—YEAR TO DATE
October 30, 1909

BOSTON

NEW YORK

TORONTO

FT. WAYNE GENERAL LINE

SAN FRANCISCO

PHILADELPHIA

CHICAGO

FACTORY AND RAILROAD

Now that Boston has been slammed around hard enough to make them understand that there are other places on the Map besides Boston, we take pleasure in once more calling attention to the cup contest standing for the year, up to October 30th.

Boston certainly has a swell lead on the year and we fail to see how any of the offices can beat them out on the year, but the race for second place and upon which depends the background for a hundred-dollar diamond scarf pin, is an open one, New York heading the bunch 13 per cent. behind Boston, Toronto less than 4 per cent. behind New York and Fort Wayne General Line $\frac{1}{10}$ of one per cent. behind Toronto. Frisco is 5 per cent. behind Fort Wayne and at that is only 9 per cent. behind New York, which leads for the pin.

* * *

Portage La Prairie, Man., Oct. 31, 1909.

S. F. BOWSER & Co.,
Toronto, Canada.

Replying to letter of 26th inst., W.R. H.—V. S.

Subject—History worth knowing.

Dear Mr. Hance and all other live wires on this side of the border:—It is with the greatest of pleasure that I read your letter on my return home this A. M. I nearly fell over myself and everybody else in the house this morning, why, I felt so good that I didn't go to bed at all after being up all night, getting home to think that we have a chance to beat the YANKEES.

I felt so good that I made the rash promise to my wife, that I would buy her a diamond necklace if Canada won the cup, and I sincerely hope that I am compelled to make the purchase. You can stake your life on the fact that I will do my dingest several times over but that we will win. A good finish is my long suit. I did want to go hunting some this fall, but cannot afford to take any chance at the present time.

I cannot say what I can do, but I am going to keep right on doing, and if I do not send in orders, it won't be wholly my fault, I assure you.

I wired you today for Sunday, delivery as follows:

Week finished forty-five points. Will guarantee twenty-eight points per week for eight weeks. Hat and Cup for you. (Paid \$1.10.)

And I assure you that I mean every word of it, so lets at the wheel with all our might and main and then some, if we lose three or four weeks of sleep during the next eight weeks, we can make it up during Christmas week or next year if necessary.

With best wishes for the finish, I remain,

Yours very truly,

J. W. MERICKEL.

Forty-Three Days Left To Work

the Cut 10 head is different from the 41. The same is true of the Cut 15 and the Cut 44. On the Cut 44 pump, which is the long-pull, a slow gearing is used instead of the more rapid gear used on the short pull, which requires an entirely different set of gears. The whole head goes and if the gear is not right, the Meter will not be properly regulated and will be unsatisfactory.

In ordering a Filter you should always show what style of pump it is, used for, whether a 47, 41, 10, 38 or 39, and give the serial number. The standard Filter for a 41 is tapped with a 1-inch opening, while if it is for a 47 or a 10, it becomes necessary for us to put in a bushing, reducing the opening to $\frac{3}{4}$ inch. The same is true of the discharge. If your Filter happens to be for a Cut 39, it is necessary to have the Filter tapped out especially with a $1\frac{1}{4}$ -inch opening.

When an order comes in to this Office, it is sent, after the proper records are made, to our Order Department, which is a branch of the Engineering Department, where it is scrutinized and specific instructions issued to the Shipping Department so that it will be properly filled. If there is any information lacking which leaves room for doubt, there is always the possibility of delay and of a wrong article being shipped, so that the best way to handle all orders is to give specific instructions on all points, leaving nothing for the Order Department to guess. We have some excellent guessers in the Order Department. We could probably win First Prize in a Guessing Contest with entries from all the manufacturing concerns in this country but, even with our superiority in the guessing line, it is not safe to fill orders in that way.

If, when ordering a part or an accessory, you will give us first the name of the original purchaser of the pump, give us the cut number and style of the pump and then, most important of all, look at the pump and copy the serial number from the name plate, then there can be no question about our furnishing exactly what is required. Bear these points in mind and it will help in making quick, prompt and satisfactory deliveries and nothing helps more in the quick collection of accounts and in the influence of satisfied customers than that sort of a delivery.

* * *

We should like to know how many of our men cut out the drawing of the Centrifugal Separator which appeared in Boomer No. 15, dated October 1st and how many found use for it in selling a Filter in connection with the garage trade.

One of our young and energetic salesmen came into the office the other day, pulled out a leather wallet and extracted from it a clipping of this drawing cut from the Boomer and gave us a little spiel which he uses and which has enabled him, so he says, to increase his sales of the Filter and the Hose and Nozzle.

We should like very much to know if many of the men found a way to use this to advantage and will appreciate a line from any who have used it, stating in what manner.

* * *

News has been received at this office of the marriage, on Oct. 25th, of J. J. Connelly of the Factory Sales Dep't. Congratulations.

We are in receipt of an order early this month from A. E. Moffat of Toronto, for a dry-cleaning equipment amounting to 77 points. Our Canadian Office has been after this particular order for several months but the owner of the plant insisted upon delaying the matter and no amount of persuasion was able to close it up. Within the last three weeks one of the most terrific explosions known in that section of the country occurred in this dry cleaning plant. A brick and concrete building was completely demolished, one man was injured so badly that he died shortly after and eight others were severely injured. Besides the unfortunate personal injuries, there was a property loss of \$20,000.00 and the Fire Department is after the dry cleaners in that section of the country so energetically that they threaten to drive them outside of the city limits.

Of course, after all this trouble was over and the Company was re-organized, they were ready to put a reasonable amount of money into a fire-proof equipment for handling their gasoline but isn't it a pity that the experience has to be paid for so dearly as in this case. We could not sympathize very much with the procrastinator if there were only a property loss sustained but when it comes to paying the penalty by death and personal injury, we feel that it is most unfortunate.

* * *

We now have a total membership of seven in the "325 Point Club." A. G. Ratliff of Texas and A. Anderson of Toronto were initiated October 28th and W. C. Smith of San Francisco was initiated October 30th.; A. E. Moffat, Toronto, November 3rd.; E. P. Hayes, Wichita, Kan., November 4th. We count the initiation from the date upon which we receive the order in this Office which brings their business up to 325 points since August 1st. We have several other men who are coming along pretty close, the nearest being: J. P. O'Neil.

* * *

New York, October 29, 1909.

BOWSER BOOMER:—Just been advised by Mr. W. H. Ladd that the booklet "INSIDE INFORMATION" contains just the right sort of dope to bring home the BACON. Ladd has sold three orders inside of two weeks from returns on this booklet.

Why not issue another classy booklet of this sort?

NEW YORK OFFICE.

THANK YOU.—Ed.

* * *

George R. Quarles of Philadelphia landed a 54-point garage order the last week in October, and as we go to press we see another one just like it in the mail.

* * *

During October C. M. Freeman of the Boston Office put in a General Store order amounting to 55 points.

* * *

On October 12th we received orders from J. M. Sitton amounting to 62 points.

* * *

On October 12th we received seven orders from A. L. Byrd, all exactly the same size, the total amounting to 23 points.

J. G. Widener of Philadelphia passed in a very nice 125-point factory order during October.

* * *

E. A. Bienenstok, a comparatively new man with the Chicago Office, handed us a 65-point factory order last month.

Cup Contest Monthly Comparision

We present on this page the standing of the salesmen from different districts who are in line to have their names engraved upon the District Manager's Loving Cup. We show the position of the men July 1st, August 1st., September 1st, October 1st., and November 1st. You will note that there are some close races on.

FORT WAYNE GENERAL LINE

July 1, 1909	August 1, 1909	September 1, 1909	October 1, 1909	November 1, 1909
1. Bachers, H. P.	1. Bachers, H. P.	1. Dietch, J. N.	1. Dietch, J. N.	1. Dietch, J. N.
2. Dietch, J. N.	2. Dietch, J. N.	2. Ford, D. J.	2. Bachers, H. P.	2. Potts, T. C.
3. Potts, T. C.	3. Potts, T. C.	3. Bachers, H. P.	3. Potts, T. C.	3. Ford, D. J.
4. Ford, D. J.	4. Ford, D. J.	4. Potts, T. C.	4. Ford, D. J.	4. Bachers, H. P.
5. Cornell, A. B.	5. Hayes, E. P.	5. Hayes, E. P.	5. Hayes, E. P.	5. Hayes, E. P.
6. Hayes, E. P.	6. Cornell, A. B.	6. Cornell, A. B.	6. Chrone, R. E.	6. Chrone, R. E.
7. Barcus, J. C.	7. Cashman, P. F.	7. Chrone, R. E.	7. Cornell, A. B.	7. Smith, J. Theo.
8. Dorsch, A. W.	8. Benham, M. C.	8. Murray, L. P.	8. McCall, W. I.	8. O'Neil, J. P.
9. Ratliff, A. G.	9. Chrone, R. E.	9. Cashman, P. F.	9. Medsker, J. H.	9. Cornell, A. B.
10. Smith, J. Theo.	10. Dorsch, A. W.	10. O'Neil, J. P.	10. Ratliff, A. G.	10. Medsker, J. H.
11. Benham, M. C.	11. O'Neil, J. P.	11. Benham, M. C.	11. Smith, J. T.	11. Murray, L. P.
12. O'Neil, J. P.	12. Smith, J. Theo.	12. Smith, J. Theo.	12. Benham, M. C.	12. McCall, W. I.
13. Chrone, R. E.	13. Medsker, J. H.	13. Dorsch, A. W.	13. Murray, L. P.	13. Benham, M. C.
14. Sheehan, J. S.	14. Smith, F. A.	14. Medsker, J. H.	14. O'Neil, J. P.	14. Ratliff, A. G.
15. Smith, F. A.	15. Sheehan, J. S.	15. Ratliff, A. G.	15. Cashman, P. F.	15. Cashman, P. F.
16. Medsker, J. H.	16. Ratliff, A. G.	16. McCall, W. I.	16. Dorsch, A. W.	16. White, J. C.
17. Duncan, R. L.	17. Bradfield, W.	17. Smith, F. A.	17. Sheehan, J. S.	17. Womble, G. L.
18. Homsher, J. E.	18. Pinkerton, J. M.	18. Pinkerton, J. M.	18. White, J. C.	18. Dorsch, A. W.
19. Sitton, J. M.	19. Duncan, R. L.	19. Sitton, J. M.	19. Bradfield, W.	19. Sitton, J. M.
20. Clark, E. W.	20. Clark, E. W.	20. Duncan, R. L.	20. Womble, G. L.	20. Bradfield, W.
21. Pinkerton, J. M.	21. Sitton, J. M.	21. Sheehan, J. S.	21. Duncan, R. L.	21. Sheehan, J. S.
22. Cashman, P. F.	22. Bowen, G. E.	22. Homsher, J. E.	22. Smith, F. A.	22. Carpenter, C. M.
23. Bowen, G. E.	23. Fitch, O. B.	23. Bradfield, W.	23. Gumper, J. D.	23. Duncan, R. L.

SAN FRANCISCO

1. Smith, W. C.	1. Olds, F. H.	1. Olds, F. H.	1. Olds, F. H.	1. Smith, W. C.
2. Olds, F. H.	2. Smith, W. C.	2. Crandall, W. V.	2. Smith, W. C.	2. Crandall, W. V.
3. Bird, E. R.	3. Jenkinson, W. E.	3. Jenkinson, W. E.	3. Crandall, W. V.	3. Olds, F. H.
4. Jenkinson, W. E.	4. Bird, E. R.	4. Smith, W. C.	4. Jenkinson, W. E.	4. Stoddard, S. D.
5. Crandall, W. V.	5. Crandall, W. V.	5. Stoddard, S. D.	5. Stoddard, S. D.	5. Bird, E. R.

NEW YORK

1. Devereux, F. W.	1. Devereux, F. W.	1. Devereux, F. W.	1. Devereux, F. W.	1. Devereux, F. W.
2. Eggleston, C. R.	2. Eggleston, C. R.	2. Eggleston, C. R.	2. Eggleston, C. R.	2. Eggleston, C. R.
3. Hoffritz, C. W.	3. Hoffritz, C. W.	3. Hoffritz, C. W.	3. Dobson, H. E.	3. Dobson, H. E.
4. Dobson, H. E.	4. Dobson, H. E.	4. Dobson, H. E.	4. Hoffritz, C. W.	4. Scott, G. W.
5. Cook, F. H.	5. Cook, F. H.	5. Scott, G. W.	5. Scott, G. W.	5. Hoffritz, C. W.

BOSTON

1. Seymour, D. J.	1. Smith, L.	1. Seymour, D. J.	1. Holbrook, C. M.	1. Holbrook, C. M.
2. Smith, L.	2. Seymour, D. J.	2. Smith, L.	2. Jordan, M. S.	2. Smith, L.
3. McGibney, V.	3. Ring, N. A.	3. Jordan, M. S.	3. Seymour, D. J.	3. Seymour, D. J.
4. Ring, N. A.	4. McGibney, V.	4. Ring, N. A.	4. Smith, L.	4. Jordan, M. S.
5. Connelly, J. F.	5. Jordan, M. S.	5. Chase, D. W.	5. Ring, N. A.	5. Ring, N. A.

TORONTO

1. Merickel, J. W.	1. Merickel, J. W.	1. McIntosh, A.	1. McIntosh, A.	1. McIntosh, A.
2. McIntosh, A.	2. McIntosh, A.	2. Merickel, J. W.	2. Merickel, J. W.	2. Anderson, A.
3. Moffat, A. E.	3. Moffat, A. E.	3. Moffat, A. E.	3. Anderson, A.	3. Merickel, J. W.
4. Anderson, A.	4. Anderson, A.	4. Anderson, A.	4. Moffat, A. E.	4. Moffat, A. E.
5. Murphy, E. J.	5. Murphy, E. J.	5. Murphy, E. J.	5. Murphy, E. J.	5. Murphy, E. J.

CHICAGO

1. Heinen, J. B.	1. Heinen, J. B.	1. Heinen, J. B.	1. Heinen, J. B.	1. Heinen, J. B.
2. Hessenmueller, K. F.	2. Hessenmueller, K. F.	2. Hessenmueller, K. F.	2. Hessenmueller, K. F.	2. Hessenmueller, K. F.

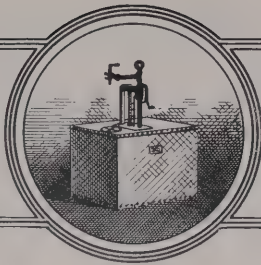
PHILADELPHIA

1. Denton, E. M.	1. Denton, E. M.	1. Denton, E. M.	1. Denton, E. M.	1. Denton, E. M.
2. McCracken, J. O.	2. McCracken, J. O.	2. McCracken, J. O.	2. McCracken, J. O.	2. McCracken, J. O.

FORT WAYNE FACTORY SALES

1. Bigelow, G. W.	1. Bigelow, G. W.	1. Bigelow, G. W.	1. Bigelow, G. W.	1. Bigelow, G. W.
2. Armstrong, J. H.	2. Armstrong, J. H.	2. Armstrong, J. H.	2. Armstrong, J. H.	2. Evans, C. B.

BOWSER'S



BOOMER

Vol. IV

NOVEMBER 17, 1909

No. 21



The Modern David and Goliath.

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

I think I would rather have the smallpox.

* * *

Did you ever get vaccinated and have it take?

* * *

My arm, last week, was swelled up till it was as big as Jack Johnson's and nearly as black.

* * *

Some of the gang are putting in some mighty hard licks this month and we need it. Don't forget that.

* * *

That two million mark looks like a mountain, but let's cut it down to a hill by December 1st and then blow up the hill in December?

* * *

Make sure that you get your share of business for the balance of the year whether or not the other fellows do. If you will do that, the result will be O. K.

* * *

Remember that in January you will have to stand in line and have the Commander in Chief inspect you. Make sure your conscience is clear.

* * *

Let every fellow "whoop-er-up" to beat the band for the rest of the year so that everybody will be happy during the Convention. If we can break a few more records and pull in enough business to please everybody it will help the sport, and if you know that you have done your best, you will enjoy it more.

* * *

The "Boomer" received a letter from Mr. W. V. Crandall, from Blackfoot, Idaho, dated September 30th, in which, among other things, he writes as follows:

"Today I sold one ten-barrel cut 42; one two-barrel cut 10, and two two-barrel cut 42's with filter and everything complete. Yesterday I sold three cut 1's in as many hours. These fellows have been buying Bowser Oil Tanks this month like this was our last year to manufacture them."

Surely this man Crandall is the BUSY BOWSER BOOSTER.

* * *

"What's the matter with the 10th floor? Man wants 'Little' here below, but he wants that 'Little' regular. Haven't received a copy of the 'Boomer' since I came away from Iowa—three weeks ago."—W. B. P.

The foregoing card was received in the "Boomer" office recently, and that reminds us: If any of you fail to receive a copy of the "Boomer," "make a noise." You will find each issue numbered in the upper right-hand corner on the first page and each is numbered in consecutive order. We won't stand for tampering with our circulation; it isn't fair to our advertisers.

This number of the "Boomer" appears November 17. Counting the 17th, we have left thirty-seven working days in 1909. STOP! LOOK!! LISTEN!!! Then go ahead! Are you going to putter around so that the terra firma under your pedal extremities will need a hair cut? Are you going to start out any morning during these thirty-seven varieties with the sample case feeling like it was pulling your arm out of your torso? Are you going to walk down the street with your hind feet dragging? Will you go along pulling up one foot after the other like you have magnets on the soles of your shoes and are walking on steel? Are you going to hand out the clammy handshake to your customers? Are you going to stand with one shoulder lower than the other and tell your customer the same old story in the same old way, just like you had so much talk to get out of your system and you didn't care what happened after you got it out? Are you going to drag your heavy feet and heavy sample case back to the hotel and slide along to the next town, which you expect to find worse than the last? Are you going to try to kill time until it gets near enough to Christmas so that your conscience won't kill you for starting home? Are you, I say, going to let this grand, glorious old year 1909 slide away while you are stuck in the flypaper instead of being out on the cowcatcher, tooting an auto horn with one hand and firing roman candles with the other when she passes the 1909 mile post?

No, pard, "emphatically" NO! Not so for a real Bowser man. Any real Bowser man, who had any of those symptoms, would know that he was sick and would call a doctor. I can see right now everyone of those thirty-seven mornings, with two hundred clean shaved, square jawed Bowser men grabbing up those sample cases like they were empty pill boxes with handles on them. I can see them step out from the hotel and down the street with their heels clicking on the sidewalk with every step. I can see one of them step into a store and break three fingers on a customer's hand with his handshake, drive the customer into a corner and deliver a message about the way Paul Revere delivered his message along the Lexington road. I can see the customer's feeble struggle, his gasp and then "sign on the dotted line." I can see the carnage opened and see it rage after this initial taste of blood. I can see this Bowser man shove all the traveling men into a corner in the writing room that evening when he begins that popular and never tiresome article entitled, "Please find enclosed." Then see our hero dive into the husks for that well earned rest which comes to the good and the brave.

That's my mental picture of a Bowser man. I can see him under full head of steam on December 31st, holding up one hand to old Father Time trying to induce him to stop the clock at 11:50 P. M., so he can sign up another order before she strikes twelve.

* * *

Mr. Geo. R. Hance, who is working general line in connection with the Chicago Office, is one of our old guard and is well known throughout the organization. During October, Mr. Hance landed business amounting to 86 points, which we think is good business on the general line. More power to him.

FORT WAYNE, IND., Nov. 15, 1909.

To All Fort Wayne Factory Salesmen:

Gentlemen—In order that Mr. Corey, Manager Factory and Railroad Department, may be relieved of much of the detail to which he has been attending heretofore, and so give more time, which is necessary, to the general Factory and Railroad work beginning November 15th, 1909, Mr. H. C. Storr has been appointed Manager Fort Wayne Factory Sales Department, having direct charge of the Factory work in the Fort Wayne territory. Mr. Corey will as before have general charge of the factory work in Fort Wayne district, the same as he has in the Branch Office territories.

Mr. Storr is a most capable young man, who has had a wide experience in the business and who has been assisting Mr. Corey since the organization of the Factory and Railroad Department, March 1st, last. We bespeak for him your earnest and active support, as in so doing you will be assisting in the upbuilding of the firm's business.

Yours very truly,

S. F. BOWSER & CO., Inc.,

S. B. Bechtel

Assistant General Manager.

* * *



Some time ago Mr. Polhamus called at the "Boomer" building and complained that the "Boomer" had cast aspersions upon his ability as a fisherman. In order to prove his qualifications, he produced the picture which we publish with this explanation. We would call that good prima facie evidence, and, out of personal respect, we waive the cross-examination.

CUP RACE

THIRD PERIOD, NOV. 13, '09

TORONTO

FORT WAYNE GENERAL LINE

BOSTON

PHILADELPHIA

NEW YORK

SAN FRANCISCO

CHICAGO

FACTORY AND RAILROAD

The Cup Race for the third period is still a warm one. Fort Wayne General Line has pulled away from Boston and New York and is now chasing Toronto. The way Toronto has been going lately makes us nervous about Boston. The former has gone into second place on the year's business and has cut down a big lot of that Boston lead. New York in the "five hole" in the third period. New York was a good old wagon, but "she done broke down."

* * *

Say, "Brother Bill," you got in the wrong elevator, you're going down. Better get a transfer.

* * *

CUP RACE

YEAR TO DATE, NOV. 13, '09

BOSTON

TORONTO

NEW YORK

FORT WAYNE GENERAL LINE

SAN FRANCISCO

PHILADELPHIA

CHICAGO

FACTORY AND RAILROAD

* * *

C. R. Eggleston is the man who was second for the whole organization in the cane contest, being beaten out only by J. W. Merickel, of Canada. We are pleased to know that Mr. Eggleston is so appreciative of his souvenir. May he never make a worse record.

For the information of the "Boomer" staff, beg to quote from a letter I received today from Mr. Eggleston:

"As per letter of recent date, I had the following inscription placed on my grand old prize—my cane:

Awarded

by

S. F. Bowser & Company, Inc.

to

C. R. Eggleston

June 1—August 1, 1909.

And you couldn't buy the outfit now for \$1,000.00. It is the pride of my salesmanship on the road."

W. T. HATMAKER.

We publish herewith the standing of the six high men in the different lines as to total sales. This is the part of the race which will now be of great interest, as there are only thirty-seven working days in which to drive to the wire. We have talked to some of the men and find that everyone has something up his sleeve and is now getting ready to shake it out. J. H. Armstrong, in the Factory line, has made some big gains lately and so has C. B. Evans, of the Combination line. Both now occupy first place in their lines.

Dobson still holds the flag as he is the high man of the whole Bowser organization, while W. V. Crandall leads his line and is second as to total sales. That's quite a stunt for a general line man to beat all the factory men and all but one of the garage men in the amount of sales. The Big Four now stand Dobson 1st, Crandall 2nd, Dietch 3rd and Armstrong 4th.

One of our western scouts reported recently that Caskey was liable to explode a bomb that will cause an upheaval in our returns, but so far we haven't heard the report. We are reliably informed that Kid Armstrong, the feather-weight champion of Saginaw County, Michigan, also has a few bombs concealed about his person merely to be used in case of emergency, and he has his good ear to the ground all the time.

C. B. Evans confided in us that he will lead that Combination line under the wire if it takes the hair off to do it. And Dietch, don't forget Dietch, says "don't publish these sales I am making because it will discourage the boys and they will let up."

Hayes is not talking for publication, but we notice quite a pile of sawed wood in his back yard and he is still sawing.

Not a word from R. S. Johnson, and that makes us nervous. We are expecting any day to have him drive up and unload enough orders to change a lot of our figures and wouldn't he enjoy doing it. Oh, no, not Johnson.

FACTORY LINE.

J. H. Armstrong
G. W. Bigelow
E. M. Caskey
R. S. Johnson
J. R. Sibley
S. F. Taylor

GENERAL LINE.

W. V. Crandall
J. W. Merickel
E. P. Hayes
A. E. Moffatt
W. C. Smith
F. W. Devereux

COMBINATION.

C. B. Evans
W. E. Jenkinson
L. Smith
G. E. Bowen
J. T. Smith
E. J. Murphy

GARAGE LINE.

H. E. Dobson
J. N. Dietch
K. F. Hessenmueller
T. C. Potts
F. H. Olds
F. H. Cook



October 1st, the Boston Office moved into its new quarters on the 9th floor of the Oliver Building, and are now pleasantly situated in light, roomy offices. The Oliver Building is located at 141 Milk Street, and is one of the fine office buildings of Boston.

* * *

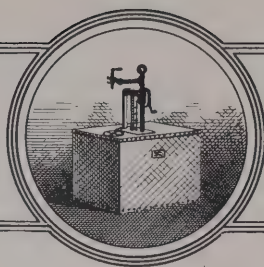
As usual, we were represented by a very pretentious exhibit at the National Automobile Show in the Auditorium Armory, Atlanta, Ga. Mr. W. G. Zahrt went from Fort Wayne to Atlanta on November 3rd, in charge of the exhibit, and had with him, J. B. Heinen, of Milwaukee, T. C. Potts, of Cleveland, Geo. Bentel, of Dallas, and E. R. Thompson, of Fort Wayne.

The main features of our exhibit were four polished brass Cut No. 41 pumps attached to a polished brass tray; one Cut No. 41 black enamel pump with meter attached to a five-barrel, 12-gauge type C tank, one-half being painted and the balance to show the galvanizing. This outfit is for demonstrating purposes. Also one Cut No. 41 full nickel finished pump with meter, filter and two-way nozzle connected to a 2-bbl. 12-gauge tank.

The pump is located on a mission-finished table with connections passing through the top of the table so as to show a standard installation.

In addition to the Cut 41 pumps and tanks, our exhibit includes one Cut No. 47, a Cut No. 81 and a one-bbl. Cut 63 and a one-bbl. Cut 52-B, nickel-plated outfit, and our Cut No. 121 Wheel Tank, complete with register and slip box.

These, together with other smaller outfits, such as one ten-gallon Cut No. 70 nickel-plated outfit, one Cut 72 black enamel outfit, one two-bbl. Cut No. 118 and a Portable Nozzle Cut 131, Siphon and two Transfer Pumps, Cuts No. 17 and No. 20, go to make up a very complete exhibit.



In The Hands of Their Friends.

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

Are you trying for one of those prizes?

* * *

Are you trying to get your name on the cup?

* * *

Remember, only thirty-one days left. Make 'em count.

* * *

You can do a lot of work in thirty-one days if you really want to.

* * *

Let's "bust" a couple more records during the balance of the year.

* * *

Are you going to let Bentel get away with the Chrono prize? There will be but a few more issues of the "Boomer" this year. Better get in.

* * *

Do any of you fellows want the job of editing the "Boomer" next year. I have now had the job nearly a year, and when I read over the old "Boomers" I think I ought to be fired.

* * *

Bowser future, Bowser past,
Bowser right this minute;
For gasolene and kerosene,
No other tank is in it.
Sis! Boom! Ah!

* * *

Edward P. Dolan makes a report on a grocer in a small town in Louisiana as follows: "One nigger murdered another, the sheriff was here with bloodhounds, and nearly all the stores were closed and the owners were with the sheriff." How would you like to be selling tanks in that country?

A THANKSGIVING PROCLAMATION.

Be it known to those within the Bowser sphere of influence that Thursday, November 25, 1909, has been set aside for Thanksgiving.

This National Holiday (which is set apart in accordance with the reverent customs established by our forefathers), is not counted in the thirty-one days which the Bowser men have left for work this year. We must except our Canadian brothers in this respect, because they observed Thanksgiving in October. So while we gorge ourselves with turkey and dressing, the Canucks will be "hot-footing" after orders and creeping up on Boston in an aggravating manner.

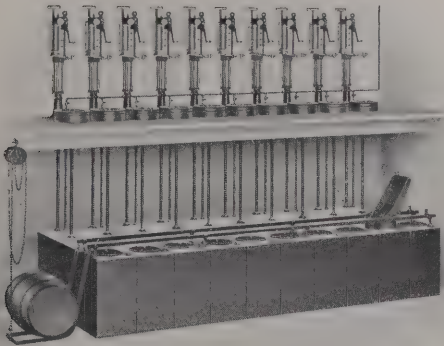
What has a Bowser man to be thankful for? Have you good health? Then you must be thankful for the greatest possible blessing. Be thankful that you are regularly engaged in business; that your time is profitably occupied; that you have a definite purpose in mind; that you are identified with an aggressive organization; that your business connection is with a Company that handles a clean, high-grade article and enjoys an excellent standing in the business world. Be thankful for your ability to do your part as a man, in the business world. You should be thankful for the obligations and duties, which you are compelled to meet. You should be thankful that you are honest, fearless and stand as a man among men, and that you are not a weakling, but are capable of shouldering your moral obligations.

A Bowser man has much to be thankful for, who is doing a man's work in a man's way; who is agreeable, strong, self-reliant and fearless of any living being.

* * *

We have three new Shriners in the office this week, S. B. Bechtel, J. H. McConnell and D. A. Corey. They all showed up Saturday morning, limping a little and looking as though they were roughly handled. We notice that Mr. Dunkelberg, Mr. Zahrt and C. W. Hofritz wear particularly broad smiles when discussing the matter and we assume that the Bowser candidates were fortunate in having some very good friends present, which no doubt was a great comfort to them—yes? We can imagine that Mr. Dunkelberg would be very considerate of his friends during such circumstances. Sure. He wouldn't have them slighted in the least.





Cut No. 115.

For a long time we have been studying the possibilities of the retail and wholesale paint oil trade as a field for selling Bowser outfits and we have concluded that we have in that line of trade a very profitable field. In some of the larger cities we have from time to time placed some excellent outfits. We have made some of the greatest savings for our customers with paint oil equipment that we have ever made. We have testimonials from owners of paint oil outfits which are actually surprising in their strength and in the enthusiasm which they display. Still our men have handled the paint oil trade only in a desultory sort of way and we believe our salesmen as a whole are less informed on paint oil equipment than upon any other branch of our business. This situation is as much or more due to the inactivity of the office than to the salesmen. Our efforts to handle the paint oil trade have been as desultory as have the efforts of the salesmen. No active advertising campaign has ever been exploited and no special literature has been produced bearing upon this particular line, so that no encouragement nor help has been offered the salesmen. Some of the other branches of our business have developed so rapidly that it has seemed impossible to take up paint oil as it should be handled. We have drawn the line at January 1st, 1910, as the last stand for procrastination in connection with the paint oil trade. Beginning with the first of the year we shall carry out a comprehensive scheme of circularizing in an effort to familiarize the trade with Bowser tanks. We shall have a number of attractive pieces of advertising mat-

ter prepared by that time and shall pound the trade with these pieces until everybody knows about Bowser and the way will be paved for the salesman. We shall not be discouraged if we do not receive a large number of inquiries, but shall go into this campaign with determination and patience, intending it to be a campaign of education. We expect our salesmen to enter into the paint oil campaign equally as determined as we to bring that branch of our business up to an important place with the other branches. We have at the present time ready for sale Cuts 109, 110, 111, 115, which are especially adapted to the use of paint oil dealers, and we have color plates and exhibit sheets on them. The 109 and 115 outfits are the very best outfits that we have ever manufactured for this purpose, while the 110 and 111 are made to meet the demand for a lower priced equipment. We show herewith an illustration of our battery outfit Cut No. 115, and in a later issue we will offer some suggestions as to the advantage of this equipment. In the meantime salesmen would do well to send to their sales manager the names of all paint oil dealers in their territory to assist in compiling the best possible lists that can be compiled. A good list in your territory will assist you, as that list will be thoroughly circularized over a long period and bear fruit for the salesman. We predict that in a year each salesman will be able to count his paint oil trade a valuable asset.

* * *

A great many of our salesmen, district superintendents and district managers will be pleased to learn that Fort Wayne now lays claim to the finest and most complete Scottish Rite Mason's Cathedral in the world. This magnificent new temple was dedicated last week and several large classes were initiated in the different degrees in Masonry from the 3rd to the 32nd.

The new temple is provided with beautiful, spacious reception rooms, card rooms, library, ladies' reception rooms, bowling alleys and billiard room, making it a most enjoyable place to visit. This feature will be appreciated by the Scottish Rite Masons who travel for the Bowser Company. Our office organization is greatly interested in the Temple, and the following have recently taken all or a part of the work: S. B. Bechtel, J. W. Runyan, H. M. Bowser, I. L. Walker, F. M. Morrison, R. L. Walker, C. H. Davies, H. J. Bradley, J. O. Goff, Ralph Rose, D. A. Corey, J. H. McConnell and E. J. Little.



BOWSER

INSIDE INFORMATION

If you own a car and use gasoline, you need a Bowser Tank.

Bowser Outfits are made in many sizes and styles so that we can fit the needs of every user. No matter whether you use several powerful cars and have an elaborate garage, or one low-powered car, and have no garage, we can meet your needs, protect you from danger and save you money.

In

Addition

**Pays for itself
in one season
by its saving**

*Our Book MP-109
tells about it*

S. F. BOWSER & CO.

(INC.)

FORT WAYNE, IND.

OFFICES:

141 Milk Street, Boston

1341 Arch Street
Philadelphia

50 Church Street
New York City

Fisher Building, Chicago

66-68 Frazer Avenue
Toronto

612 Howard Street
San Francisco

BOWSER ADVANTAGES

Removes the danger of fire and explosion.

Prevents evaporation.

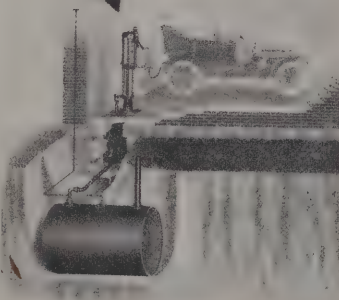
Keeps the gasoline at even temperature.

Retains the original strength in the gasoline.

Provides for buying at wholesale price.

Insures a ready supply.

Stops the chance of tampering; the pump locks.



Few realize the amount of time necessary to write good magazine advertising. An advertisement is by no means a collection of arguments, but is an arrangement of hand-picked language made out in such a manner as to have a psychological effect on the reader's mind, so that he will unconsciously grasp the ideas presented and send for the necessary information to thoroughly acquaint himself with the Bowser Systems, if he is at all interested. The average reader knows about as much about psychology as the turkey does of a Thanksgiving dinner, but he is affected by it just the same.

In the selection of advertising mediums great care is used, as it must be understood that individual, characteristic, editorial policy makes a magazine important and valuable to its readers. Advertising men have long since given up the idea of endeavoring to dope out the class of readers of certain classes of publications, as it is practically impossible, but have got to be guided entirely by the strength of its editorials and the class of its advertisers. The weak-kneed publications usually carry the weak-kneed advertising. In order that Bowser & Company's advertising will bring the best results, it must be placed in magazines whose readers have individuality and discriminating characteristics and who have money and spend it, as Bowser outfits are bought by people who are farsighted enough to appreciate a good investment.

There has not sufficient time elapsed to know what results we will get from this advertisement, but, considering the paper, its circulation and the size of the copy, we should have fair returns. The copy occupied one-third of the page, which was larger than any other advertisement on the page. This gave our advertisement prominence.

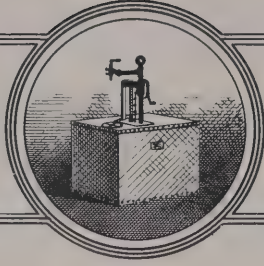
No doubt there are many Bowser salesmen who do not see our advertising, and, as it is of such vital interest to them, we present herewith a fac-simile of our latest magazine copy. This advertising appeared in the November issue of "Motor Print," published from Philadelphia, which magazine comes the nearest to the general magazine proposition of any advertising which we have done.

He'll Get It.



Thirty-one Days Left to Work.

BOWSER'S



BOOMER

Vol. IV

DECEMBER 1, 1909

NO. 23

***TWENTY-SIX DAYS
LEFT TO WORK***

GO TO IT

Skidoo Number

IMPORTANT.

FORT WAYNE, Ind., U. S. A., Nov. 23, 1909.
District Managers, District Superintendents and
All Salesmen:

Gentlemen—We wish at this time to express our appreciation of the fine volume of business we are receiving and are very much pleased that so many of our boys are doing so well.

The end of the year is rapidly approaching and soon the record of the year will have been completed. What is still necessary to make this record a satisfactory one must be done quickly. Put forth every possible effort to make the most of the remaining weeks in the year, so at its close you will have as large a balance in your favor and as good a record as a salesman as it is possible for you to have.

We are getting along very nicely with our new additions to the plant; all these additions are now under roof and we expect to have them fully completed, with all new machinery placed by January 1st. When this is done, we will be in position to handle our business in much better shape than we have ever been before and can take care of two and one-half million to three million dollars of business per year in a business-like manner.

At the present time, owing to the volume of business we have been receiving, we are, as you know, somewhat behind on our orders. Everything it is possible to do to get the business through the factory as quickly as possible is being done. With our present facilities, however, and the handicap of building, it is quite likely we will close the year behind on our shipments from two to three weeks. With the new addition to our plant, however, we expect, by the middle of January, to have every order taken prior to January 1st shipped, unless a large factory or railroad order is taken late in the year, which could not possibly be gotten out.

After this, we expect to rapidly accumulate a stock of standard size of outfits, which we expect to store in our warehouses at Albany, Toronto, San Francisco and Fort Wayne, as besides the store rooms we have at Toronto and San Francisco, we have large storage facilities at Albany and will have a large store room at Fort Wayne.

We are now planning for our work for next year. As time passes, conditions become such that we must handle some parts of our business differently than former situations warranted, so that each year brings its own problems to be settled and existing conditions to be met.

It will be necessary for us to see quite a few of our boys, because of these conditions, prior to the time of our annual meeting and it will be necessary that we consult and plan with our District Managers and District Superintendents. The holding of an annual meeting now and deciding upon the time of such meeting means a great deal more than in the early years of this Company. The two New York automobile shows are held the first and second week in January and it has been an annoying question with us as to how we were going to handle these shows in a satisfactory manner and still have all of our men present at our annual meeting.

After considering the fact that we were behind on our orders, as we are, the situation in regard to these shows and the fact that January is generally a very dull month in our business anyhow, we have decided to postpone our annual meeting until the third week in January, beginning the meeting on the evening of Tuesday, January 18th. This means that all of our salesmen will not be able to get out on their fields of labor before the 24th of the month, which will only give one week's work in January.

Our boys have been working hard the past year and we believe a few weeks' rest will not do them any harm; we feel that many of them will appreciate being able to remain at home for two weeks after the first of the year, and so we believe it will be a good thing all around. It will mean, however, four to five weeks for some of our boys off of their fields. This is not a desirable thing from some standpoints and, in order that it may not be detrimental to yourself and the firm, we would urge upon all of the boys the necessity of making the most of the time for the balance of the year, working faithfully up to Christmas time, then be in position to get down to business immediately at the close of the annual meeting, so there will be no serious loss of business next year, or so parties, who are in the market for our class of goods, are not induced to buy something inferior on account of our salesmen not being on the territory looking after our end of the business.

We will have our District Managers' meeting the last week of the year and will want all of our District Managers to be sure to be in Fort Wayne not later than Monday evening of that week, December 27th. We shall want to see all of our District Superintendents, with our District Managers, at Fort Wayne, Thursday morn-

ing, December 30th. We shall also want to see the District Superintendents working under the Fort Wayne Office during the week prior to Christmas and will notify them later of the exact dates.

We shall plan for great things at these meetings and hope to see *every one of our boys* at the annual meeting and to have a most enjoyable and profitable time.

Now that the holidays are rapidly approaching, we wish for each of you a pleasant holiday season and a profitable and Happy New Year.

Yours very truly,

A. Z. Polhamus

* * *

AN EXPLANATION.

As Mr. Meegan is no longer in our employ as salesman, Mr. Dobson, who has been the leader in the amount of garage business secured during the year, has been transferred and has taken up the work which Mr. Meegan had been doing among the factories and paint oil people in New York City and vicinity.

For this reason, Mr. Dobson's name does not appear in our list of men who are in line for one of the prizes offered the first of the year for the three men who secured the most business in each line during the year.

It would hardly be fair to the other garage men to allow Mr. Dobson to continue to be classed in that line. Neither would it be fair to the men in the combination line, where he now belongs, to put him in that class when he has been working most of the year as a strictly garage man, and secured so large a business.

Under the circumstances, we have decided the only thing to do is to purchase an additional diamond pin and give it to Mr. Dobson for the most business secured in his line up to the time he took up the factory work. We are sure Mr. Dobson will not object to this and are equally sure that all of the other boys in line for a prize will also appreciate the situation—that this is the best solution of the matter.

A. Z. POLHAMUS.

* * *

On the 8th, E. W. Clark of Kansas City sent us a nice public garage order for a twenty barrel tank and a four unit battery, 64.



Mr. C. B. Evans, of Chicago, came back from a western trip recently and brought us a very handsome picture, reproduced herewith, of the famous Balance Rock in the Garden of the Gods, Colorado Springs, Colorado, the picture taken October 24th, last.

Mr. Evans may be located in the rear seat of the car. To his left is Mr. Harry Cooper, a prospective builder of a dry cleaning plant in Colorado Springs. On Mr. Cooper's left is Mr. Harry Laird of Denver. At the wheel is Mr. Will Johnson, proprietor of the Independent Garage at Denver, a proud possessor of a good Bowser equipment, and on his left is Mr. Harry Isenberg, proprietor of the Model Dry Cleaning Plant in Denver, and whose car is being used by the other members of the Y. M. C. A.

From what Mr. Evans tells us, his hosts in this instance were the real kind. My! It must be great to be a traveling man.

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

Twenty-six.

* * *

That's all we have left.

* * *

And that is counting the days between Christmas and New Year's at that.

* * *

Are you on high speed for the balance of the year?

* * *

Make sure that you read carefully Mr. Polhamus' letter in this issue of the "Boomer," as there are some important instructions therein with reference to the change in the dates of annual meetings of District Superintendents, District Managers and Salesmen.

* * *

A QUESTION AND THE ANSWER.

"When the Oil Companies sell gasoline at 12c and the garages retail it at 12c and the prospective purchaser of a Bowser System can buy as cheap from one as from the other, and the said prospective purchaser 'has to be shown' in actual dollars and cents just how the said Bowser System is going to return to him the \$200.00 or more invested with us in at least three years from date of installation—how can he be shown?"

"Not being able to show him, I lost his order for \$228.00 yesterday."

We quote herewith a question from R. E. Chrone, which is hardly a fair question. He says the man "must be shown" how the Bowser System is going to return to him \$200.00 in saving in three years.

The conditions mentioned are exceptional. He states that gasoline is sold at retail at the same price that it is purchased wholesale. We wish to respectfully take issue with Mr. Chrone. We believe that the province of a salesman is to lead the purchaser into green fields and cause him to lie down beside still waters, or something like

that. We can't take the time now to look up the proper quotation. When the salesman squares off to a battle of wits with a man who states his case so positively, we believe that the salesman must gradually take unto himself the command of the conversation and instead of allowing the enemy to dominate the situation, the salesman should dominate it. When the salesman has command, he must steer his man away from the rocks and train his thinking apparatus upon the many seductive advantages of the Bowser System. If the salesman can not get away from the subject any other way, he can tell a funny story, but make sure that it is funny.

There are many reasons why the man should buy a Bowser and the convenience of it is basis enough for swinging a sale, if you had no other argument. Not having to depend upon the garage; having at all times a supply of gas at hand; filling the car every morning; avoiding the difficulty of being stuck on the road with an empty gas tank.

Last month the local papers in Fort Wayne wrote up a prominent citizen who was out at 9 P. M. with his car when it "went dead" on him at the approach to a bridge. He worked at it for an hour, his companion joined him in ruining his clothes and blaspheming the auto business, past, present and future. They finally put their shoulders to the work and backed Mr. Machine for a half block to get it out of the main artery of traffic, rented a taxicab, phoned for a repair man and continued their journey. They came back an hour later and found that the repair man had just arrived. Said repair man lifted the seat, ran his rule into the gas tank, told them to put some gasoline in the car and walked away with a face which we must imagine. We omit the subsequent pleasure they had in finding and delivering the necessary gasoline—how many similar cases are there, my son?

The man buys a Bowser not for one season, nor for two or three seasons; he makes a purchase of an article that will last him until he is beyond the need of gas tanks and then it will serve his posterity. The local condition is not normal, and is only temporary; he will be prepared for the change when it comes, and will have had the benefit of the convenience in the interim.

The garage man sells the gasoline at cost—he invests his money in a plant, in a tank, in a supply of gasoline. Every man knows that when a man runs a plant and sells a product at the cost price, he is losing a lot of money. He is not breaking even, he is losing and at a ruinous rate.

Our observation inclines us to doubt that the garage business is entirely in the hands of philanthropists, who are running their places merely for the pleasure of administering to the needs of the auto owner; therefore, Mr. Garage Man probably "gets his" some place along the line. Remember, there are repairs, accessories, etc., etc. Impress upon the customer that sophisticated men are beyond the days of believing that one can get something for nothing, and the best informed men refuse to accept such offers. The main point aside from these plans is that the customer must be led into the pleasanter fields and it is up to the salesman to do the leading and not allow any customer to dominate the situation and insist upon his views.

Mr. Chrono probably knows more about this art than we do, but he asked the question, and this is the answer. We said we were beyond the days of getting something for nothing. We wish to qualify that statement. You can get advice from the "Boomer" absolutely free. Honk! Honk! Drive on, Arthur.

* * *



J. M. Pinkerton of Omaha sends us a picture of his new home which he says he expects to pay for out of earnings from the sale of Bowser tanks. Good luck to you, Pinkerton.

* * *

TO OUR SALESMEN.

We Are Not Infallible.

We try to be careful—we are careful—but we make mistakes once in a while. You can confer no greater favor on us than to tell us about any mistake we may make on your statements. Such information is taken by us not as criticism, but as a kindness. It won't take us long to make the wrong right.

W. A. BERSCH,
Acc't'g Dep't.

VANCOUVER, Nov. 22, 1909.

E. J. Little, Esq.

Dear Sir—Replying to your "Boomer" of November 10, regarding riddle, "How does a man get a 65 point order in B. C.?" Answer—Read below.

I notice in November 10th "Boomer," that you wondered how I got a 65 point order up here, so I will put you wise. Peary and Cook have lately returned from the North Pole, which is a suburb of British Columbia, and as many other explorers will soon be on their way to paint their initials on the pole, they will need liberal supplies of paint. Our Canadian merchants are showing their usual enterprise in this emergency by buying (Bowser Self-Measuring Oil Tanks) to handle the rush.

I confidently expect there will be a rush of this class of trade next year when the weather becomes fine enough for the explorers to continue operations, and if so they will help me by helping themselves.

As to the ragged edge of the world that I am supposed to occupy, I would be delighted to drive Ed. (I mean the Editor) from Peniticton to Keremeos over the top of the mountain. This is a 35-mile drive. One looks down thousands of feet as he drives over the narrow trail. One of our horses slipped once and I thought that I should have to send in my resignation on account of having to repose beneath the green. We sure have the finest kind of scenery up here and if I gave you an idea how the trout fishing was you would say I was first cousin to Ananias. Come to the coming country and see for yourselves.

Sincerely yours,

HARRY J. JEAVONS.

I was pleased to receive such a cordial letter from Mr. Jeavons, who is conducting a relief station for arctic explorers in connection with the tank business. No, Jeavons, I will be content to put on my carpet slippers, sit by the stove and look at the scenery through my stereoscope for the present. Some time during the next few years I hope to have the pleasure of seeing western Canada, but for the present, I shall turn to my file of "Boomers" and read Mr. Hance's article, which is quite sufficient. I am very glad Mr. Jeavons was so kind as to enlighten us, as the matter is perfectly clear now, and I suppose by the time we get up to see the pole, the explorers will have it painted up so it will look like a big stick of peppermint candy.—Ed.

CUP RACE, THIRD PERIOD

Nov. 26, 1909.

TORONTO
FORT WAYNE GENERAL LINE
BOSTON
PHILADELPHIA
NEW YORK
SAN FRANCISCO
CHICAGO
FACTORY AND RAILROAD

In the third period of the cup race the position of the offices is exactly the same on November 26th as it was on the 13th. Toronto leads by a huge percentage, Fort Wayne General Line still holds a safe lead over Boston, Philadelphia is 3 per cent behind Boston and poor old New York is 6 per cent behind the infantile office.

The standing of the offices for the year is the most interesting and there are three fighting for second place with a difference of only $3\frac{1}{2}$ per cent between them. Boston has a cinch on first place, but Toronto certainly made up a wonderful amount of distance during this third period. At the present time the Toronto office has secured 126 per cent of its third period quota, so you can imagine that they came up after Boston in great shape, and while we say Boston has a cinch it is still not impossible that Toronto should win out in December. Fort Wayne General Line is 3 1-10 per cent behind Toronto and 4-10 of 1 per cent ahead of New York. There is 1 per cent between Frisco and Philadelphia.

The background for the Manager's diamond scarf-pin will have to be selected on the December business as it is too close now to give any indication as to the leader. We opine that the Manager who is liked well enough by his men and who has an organization which takes enough interest in its division that he can keep them in the field till a late hour in 1909, will get behind the diamond pin. There will be three weeks in January in which the salesmen will not be expected to be in their fields, therefore the wise ones can afford to stick with this good old year until the tap of the bell. WILL YOU STICK?

* * *

A. L. Byrd, of Mr. Neff's district, contributed nine orders on the 23rd, amounting to 43 points. Nice work.

* * *

H. F. Dietch of Virginia presented us with one bunch of orders last week amounting to 60 points.

CUP RACE, YEAR TO DATE

Nov. 26, 1909.

BOSTON
TORONTO
FORT WAYNE GENERAL LINE
NEW YORK
SAN FRANCISCO
PHILADELPHIA
CHICAGO
FACTORY AND RAILROAD

* * *

THE BIG SIX.

We publish herewith the list of the Big Six in each line. You will see by Mr. Polhamus' announcement that Dobson will not figure in this contest. In the factory line J. Hiram Armstrong, light-weight champion of Kalamazoo, still holds the belt. Roger Sullivan Johnson has pulled the whip and stepped from fourth to second place and is no doubt planning a knockout blow for the boy wonder, who leads. In the Combination line Cyclone Bowser Evans held the lead on Jenkinson by two dollars and eighty cents and a few cigar coupons. If Jenkinson had sold an extra transfer pump last month, he would have been ahead of the Big Wind. The Smith twins, L. & J. T., have joined hands and our popular pool expert Bowen was trampled down to the sixth hole.

In the General line the favorite is in the lead running under a double rap with the same bunch chasing him. In the Garage line Papa Dietch is there with both feet, while Karl Ferdinand Hessenmueller is second. If Hess could get rid of three or four syllables of his name he could make first place.

Factory Line.

J. H. Armstrong.
R. S. Johnson.
G. W. Bigelow.
E. M. Caskey.
J. R. Sibley.
S. F. Taylor.

General Line.

W. V. Crandall.
J. W. Merickel.
E. P. Hayes.
W. C. Smith.
A. E. Moffatt.
F. W. Devereux.

Combination.

C. B. Evans.
W. E. Jenkinson.
L. Smith.
J. T. Smith.
E. J. Murphy.
G. E. Bowen.

Garage Line.

J. N. Dietch.
K. F. Hessenmueller.
T. C. Potts.
F. H. Olds.
C. M. Holbrook.
F. H. Cook.

PAINT OIL.

Last week's issue of the "Boomer" contained an article upon prospects for paint oil business and a cut showing the leading paint oil equipment, consisting of cut No. 115 battery outfits. There are probably a number of Bowser salesmen who, while familiar in a general way with this equipment, do not appreciate the mechanical fitness of cut No. 115 for being called the Standard System of Paint Oil Storage. It is our purpose here to describe in detail the cut No. 115 system, using as a basis a single unit of which the battery is composed.

The outfit consists of a rectangular steel storage tank connected with a cut No. 115 pump, which is located on the floor above and not more than 12 feet higher than the level of the bottom of the tank. The pump need not be placed directly over the tank, but can be placed in the most convenient location upon the floor of the paint oil sales room.

The pump is of the regular self-measuring type and is regulated to discharge an accurate gallon, half-gallon, quart or pint at a stroke. The material and workmanship are of the highest quality and the pump is particularly constructed to handle the liquids sold in the paint oil store. The finish is black enamel with nickel trimmings. The pump is fitted with an expansion chamber which takes care of any expansion of the liquid in the cylinder, due to changes in temperature. The discharge register serves the same purpose on this outfit as upon the ordinary kerosene pump. A computer is supplied that operates upon the same principle as the computer supplied with the general store outfit. When practical, the regulation anti-drip nozzle with lever shut-off is supplied. The oil to be used in the pump is taken into consideration and a nozzle best adapted to that liquid is always furnished. To the top of each pump in a battery outfit is attached a metal frame in which is placed a label having the name of the oil which the outfit contains printed upon it. This avoids confusion where there are a number of outfits containing various liquids. Where cut No. 115 outfit is to be used with light oils, kerosene, alcohol, etc., a set of double foot valves is furnished. Pumps for heavy oils are equipped with a single valve of special design.

The tank is rectangular in shape, is made of 12 or 14 gauge galvanized steel, carefully riveted and soldered. The standard outfit is finished in dark maroon, similar to all type "B" tanks, three coats of rust-proof mineral paint being

used. Each tank is fitted with a 15-inch man-hole with cover held in place by hexagon cap screws. The center of the manhole cover is tapped to admit a filler pipe which extends to within several inches of the bottom of the tank. This opening is protected by means of a screw cap. With every three outfits or less, a metal fill pan is supplied which is arranged to screw into the fill pipe opening and facilitate the filling of the tank from barrels. The drip pan which is placed directly under the nozzle of the pump is connected with the tank by means of the return pipe. Oil accidentally spilled can be returned to the tank at the will of the operator. In some instances it is advisable to fill the tanks through the opening in the drip pan, barrels being rolled into place upon a portable barrel drainer and allowed to empty into the drip pan by gravity.

Each outfit is equipped with a flange connection to which is attached a vent pipe that extends to a point above the discharge of the pump and is protected by means of an air vent protector with fire screen. A gauge stick is supplied with each outfit, which shows approximately the amount of oil contained at any time.

Cut No. 115 pumps can be equipped with cut No. 146 gallon meter where especially ordered.

When these outfits are sold in batteries, it is generally advisable to quote a price upon a complete equipment, including barrel track, cradle, chain hoist and barrel dash. These accessories are very practical as they reduce the labor of filling the tanks from barrels, to a minimum. Where it is impossible to use the barrel track, etc., and the tanks are to be filled from the floor upon which they are set, the equipment should include transfer pumps to take the place of the barrel track. When the outfits are filled from the floor above, the portable barrel drainer and combination skid and barrel drainer can be used to good advantage, as well as a cut No. 3 siphon.

In planning a complete paint oil equipment that will handle a great variety of liquids, the nature of the oil which each outfit will contain should always be taken into consideration and equipment especially ordered. Pumps are constructed entirely of iron, made with all brass parts tinned, and tanks are tin-lined, copper-lined, or lead-lined, etc., when necessary to make possible the handling of certain oils whose quality is impaired by coming in contact with the metals ordinarily used.



BOWSER'S BUILDINGS.

The Bowser Company can point with considerable pride to its new buildings, which are now nearing completion after being in process of erection during the past summer and fall. The additions will practically double the present floor space. The increase in business and the characteristic Bowser foresightedness have necessitated these additions to take care of the constantly growing business.

One of the largest of the additions is the new Boiler Shop. The walls are built of brick one story high. Light and ventilation are supplied from the roof. This building is 302 feet long, by 80 feet wide. For convenience in handling tanks and materials, this room will be equipped with one 10-ton full electric traveling crane. The railroad passes through this building and this crane will be used for loading cars and handling the largest tanks. The crane is three motor driven, one motor carrying the crane the length of the building, one carrying the load across the building and the third is for handling the load.

There will be two sets of traveling cranes, traveling on separate tracks. On the lower track, which is below the track carrying the 10-ton crane, will be three 5-ton full electric traveling cranes, which will be used for handling the tanks during the course of construction. Along the center of the building at convenient points will be nine stationary 1-ton jib cranes for handling material and tanks. South of the Boiler Shop will be space for the storage of materials. A 60-ft. Bridge Crane of five tons capacity will be installed for handling the stock. This is also a full electric control crane and will be used for unloading the cars and bringing the material into the shop. It is operated in con-

junction with the trolley system, to deliver material to different parts of the buildings.

At the rear of the present Machine Shop is a two-story addition, the main floor of which will be used for nickel-plating and enameling and for additional space for the Machine Shop, also some room for the storage of raw materials and stock. The second floor of this building will be devoted to the Automatic Registering Measure and Centrifugal Pump Department. The Tin Shop will be moved from its present quarters into the buildings vacated by the Boiler Shop, using the new addition to the west end of the Boiler Shop: This gives added floor space 80x150 feet. In the construction of the building, great care has been taken to insure proper ventilation and light. Some improvements in this direction have also been made in the old buildings. Bowser & Company appreciate the importance of proper conditions to make the surroundings of the men pleasant, so that they will have plenty of light and ventilation and may do their work carefully and expeditiously.

The buildings are modern manufacturing buildings in every respect. In walking through the factory, one appreciates the amount of labor, time, material, energy and brains consumed in the manufacture of the Bowser product. Only a short time ago, one of our new salesmen made his first trip to the factory and said that if he had appreciated the help and benefit a few days here would have been to him before he started with the Bowser Company, he would have spared no effort to get here. To see the tanks and pumps and different outfits being manufactured, gives one a much clearer idea and stronger impression of the goods he is selling.

During the past year, there have been many new men engaged who have not had the opportunity of visiting the factory, but will be afforded in January this much-needed experience which will so adequately equip them for a fresh start in 1910.

* * *

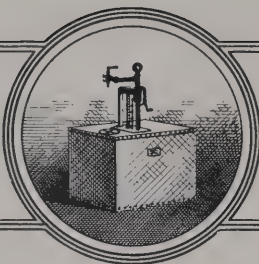
The following is an excerpt from a letter by Edward Pumpnickel Hayes:

"I am still on the bum, so far as health is concerned. I intended writing Little of the "Boomer" and telling him that I have lost over twenty pounds in the last sixty days. You can't notice twenty pounds off me, but take that much off Little and, well, that would be a catastrophe."

Edward has a surprise coming to him. While he has been losing twenty pounds I have been fattening up, and now I imagine we would be taken for twins, as to size only. Of course I am much younger looking and have curly hair.—Ed.

1909 ISN'T OVER—STICK TILL THE BELL RINGS

BOWSER'S



BOOMER

Vol. V.

JANUARY 1, 1910

No. 1



HERE COMES 1910 WITH A BUNDLE

Just before we went to press with this issue our police reporter interviewed the office managers who were at Fort Wayne with reference to the cup race, and we report verbatim their expressions. Mr. Hatmaker was not present. All his men stuck on the job to win the pin for Brother Bill, so Bill had to stick also. We reproduce a memo received from New York this morning, pinned to a bunch of orders amounting to two hundred points:

NEW YORK. Kindly select a pretty box for that pin.

Mr. Worrall—There is a great deal more interest and friendly rivalry in the cup race than I had anticipated, and while we had little chance to win we feel that Philadelphia has done her part in making the others hustle to keep ahead. I believe that the cup race kept the men harder at work during the closing days of the year.

Mr. Anderson—I am much pleased and proud that the Boston Office has won the Loving Cup Contest for the year, and it is the result of hard, conscientious work on the part of the salesmen and office force connected with our organization at Boston, and I appreciate the efforts of all who had anything to do with helping us win this trophy, and must not overlook the fact that the main thing that helped us to win this cup was our organization, so thoroughly perfected by my predecessors, Messrs. E. M. Savercool and D. A. Corey, and I believe in placing honor where honor belongs.

(At the last moment we wired Mr. Hatmaker for his remarks, and received the following telegram:)

Mr. Hatmaker's Telegram—

New York, 12-31-09.

Bowser Boomer—I protest awarding pin to Hance, account his sales being in Canadian money and subject to ten per cent. discount. Am sending eighty points today, making one thousand points this month.

(Signed) W. T. H.

Mr. Hance—If there hadn't been so many polar bears on the ice during the early months we would have won the cup.

Mr. McConnell—Mr. McConnell picked up a bunch of orders from his desk and said as follows: "We have been racing some, but we are not saying a word."

Mr. Savercool—In reference to your request for comments on the Cup Race and Prize Contests, I will say that we have no designs on the cup, and concede the same, without asking for recount, to our friends at Boston, and we are pleased to note that the great honor of winning the cup is to be conferred on our friend, Mr. Anderson, the Manager of the Boston Office.

We concede the diamond pin to Toronto, won by a nose, with a possibility of New York crossing the tape at the very finish and grasping this valuable trophy at the very moment it is apparently won by our worthy friends, "the Canucks."

The writer has information via wireless and aeroplane, from various and remote points in desert and tropics and from the glaciers of Montana, that there are en route via San Francisco to the factory a good bunch of orders which will enable Frisco to finish with a place.

We are proud of our record. We have no excuses whatever to offer. I have a splendid organization, most excellent salesmen, good, loyal and true, who have STAYED on the job to the last minute, and have been digging for the past three months, working only as hardy men from the desert can work, with the determination to dig deep and unearth the quota. We expect to make our quota for the year in net sales. When the count is finally made you will find that an average of twelve men working under the Frisco Office have sold more business in twelve months than any twelve men in any one locality in this country; coupled with the fact that our men will gather in a miscellaneous collection of first and second prizes, makes me gratified and well pleased with the year's work, and, particularly, I want to say that I am proud of my salesmen, my Sales Manager, Mr. Johnson, and my office force at Frisco, all of whom have been instrumental in bringing about this result.

Mr. Colwell—I refuse to be interviewed; the public knows right where I stand.

Mr. Corey—I have had too many jobs this year. I started the cup race in Boston, and if I had been left on any one job would have won the cup.

In order to show our men something of the interest displayed by our selling force during the finish, we reproduce some telegrams received and sent during the very last days:

From Chicago, 12-24: Wire how far Jenkinson is ahead of Evans.

R. S. COLWELL.

To Chicago and Frisco, 12-24: Jenkinson is twenty-four hundred dollars ahead of Evans.

From Toronto, 12-27: Received ninety-nine points business from Merickel today. "Rule Britannia."

L. SWARTZ.

To Toronto Office, 12-27: We are to date six per cent. ahead of New York; seven per cent. behind Boston. Wire salesman for best efforts this week. Also wire Merickel my personal congratulations.

W. R. HANCE.

From Denver to A. Z. P.: Merry Christmas to all. San Francisco boys resting today only. Quota in sight. Big week. Everybody digging to last minute.

E. M. S.

To Frisco, 12-28: Jenkinson and Crandall first, Olds second, in their lines. How is business today? Dig.

E. M. S.

To F. H. Olds: You stand second in line. Office can make quota. Close everything in sight. Dig.

E. M. S.

To Philadelphia Office, 12-29: Ask the boys to close everything possible. Frisco only one per cent. behind. We must beat them.

WORRALL.

From Oklahoma City: Am mailing twelve hundred today.

W. I. McCALL.

From Red Field, Dakota, 12-29: Apply to quota five hundred twenty-six.

CASHMAN.

From Omaha, 12-30: Order closed seventy points. Will be in Saturday.

H. E. BLEECKER.

Pittsburg, 12-31: Ship ———, Rochester, Pa., ten-bbl. forty-one complete and shipping instructions will follow for three compartment seventy-five.

E. L. MILLIRON.

From Detroit, 12-31: Credit me with one hundred point order mailed today. The prize is mine.

J. N. DIETCH.

From Pittsburg, 12-31: Rush to ———, five-barrel forty-seven.

D. MILLIRON.

From Memphis, 12-31: Sold ———, order nine hundred twenty-nine. Further information by mail. Happy New Year.

J. THEO SMITH.

From Chicago, 12-31: Mailing today Hessenmueller's orders 776, 777 and 778, amount \$2,297.00. Also Evans' orders 250, 251 and 252, amounting to \$3,764.00. Miscellaneous, \$223.40. Total, \$6,384.40.

R. S. COLWELL.

We present the standing of salesmen in different lines at close of business, December 30, 1909. This includes the orders which had reached Fort Wayne by that time. The final result will not be known for ten days yet; on account of the length of time it takes for orders to reach us. A great many salesmen were working right up to the last day of the year; therefore, it requires some time to get results. There was a close race on between Evans and Jenkinson. One of Evans' nice big jobs went "sour" on him last week on account of a delay in building, which put him out of the race for first place unless he uncovers something startling the last day. Jenkinson put up a swell fight to get up to first place. Dietch ran away from the bunch on the garage line, and was so fast that he wired a hundred point order in on the 30th. Olds is just a few dollars ahead of Hess, but the long distance from Chicago is ringing as we pen these lines, so you can't tell. Smith, Hayes and Moffatt are all side by each, only a few pennies difference, with Ratliff knocking at the door.

General Line

- 1 W. V. Crandall
- 2 J. W. Merickel
- 3 W. C. Smith
- 4 E. P. Hayes
- 5 A. E. Moffatt
- 6 A. G. Ratliff
- 7 W. I. McCall
- 8 F. W. Devereux
- 9 A. Anderson
- 10 S. D. Stoddard
- 11 J. P. O'Neil
- 12 N. A. Ring
- 13 R. E. Chrono
- 14 J. M. Sitton
- 15 M. C. Benham
- 16 C. E. Saunders
- 17 P. F. Cashman
- 18 Max Heintze
- 19 H. P. Bachers
- 20 J. H. Medsker
- 21 A. McIntosh
- 22 C. R. Eggleston
- 23 J. F. Connolly
- 24 R. L. Duncan
- 25 D. J. Ford

Factory

- 1 J. H. Armstrong
- 2 E. M. Caskey
- 3 R. S. Johnson
- 4 G. W. Bigelow
- 5 J. R. Sibley
- 6 S. F. Taylor

Combination

- 1 W. E. Jenkinson
- 2 C. B. Evans
- 3 L. Smith
- 4 J. Smith
- 5 E. J. Murphy
- 6 G. E. Bowen

Garage

- 1 J. N. Dietch
- 2 F. H. Olds
- 3 K. F. Hessenmueller
- 4 T. C. Potts
- 5 F. H. Cook
- 6 M. S. Jordan
- 7 G. R. Quarles
- 8 J. O. McCracken
- 9 C. M. Holbrook
- 10 E. M. Denton
- 11 G. W. Scott
- 12 F. Laughrey

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

All delinquent subscriptions for 1909 must be paid in full before February 1st, or your names will positively be dropped from the Boomer mailing list.

* * *

NOTICE.

Beginning ~~with~~ 1910, the Boomer will drop from its mailing lists all ~~subscribers~~ weighing over 278 pounds, net weight.

* * *

That was certainly a great finish. December 31st we were showered ~~with~~ telegrams announcing orders from all over the ~~country~~.

* * *

We won't mention any names, but during the convention the editor expects to have it out with a certain large party from the Middle West.

* * *

We will issue a special notice of the standing of the men in prize contests just as soon as the orders are in and the facts can be known.

* * *

I think we might just as well lay off till the 20th after that clean up, because the country was scoured for every prospect that could possibly be closed.

* * *

All the Branch Office Managers were in the last week of 1909 for a conclave, which held over until 1910. Some important matters were handled, which will be ready for the men at convention time.

* * *

Barnet suggested that we put up as first prize for 1910 an automobile. That boy has the nerve. Let me tell you something. If any automobiles are put up you'll see me drop the Boomer and grab the model. WHAT'S THAT?

Guess what I got for Christmas. A pair of military hair brushes.—Ed.

* * *

Some of you boys who did not stick for the finish don't know how much fun it really is.

* * *

We cannot give you the results of the cup race nor the prize winners until the next issue, because at the end of the year we wait to count all the business written in 1909, and it will be some time before the returns are all in from the distant points.

* * *

It is universally admitted that our reaching the two million mark was entirely due to the efforts of the Boomer. We are not vain over our accomplishments, and dislike ~~very much~~ to take the credit for these things, but in the interest of truth we are compelled to OCCASIONALLY mention the bare facts when the public ~~demands~~ it.

* * *

Indication at present is that every one of the prize winners was a subscriber to and constant reader of the Boomer. While it is distasteful to us to call attention to the matter, there is no doubt that these men owe their success entirely to the Boomer. We notice that in every case the winner is a man who takes our special course of instruction in salesmanship and follows the Boomer rules to the letter.

* * *

I have received a number of cards from friends among the salesmen, who were kind enough to say they were sorry I was to give up the Boomer. Nothing doing. For the present, at least, I have been asked to stick around with the Boomer. In one way I am pleased, because I have made some new friends through this medium and have such a splendid opportunity to hand it to some of my old friends. Another thing; it assures me that all sporting events will be honestly and correctly reported.

There will be some necessary readjustment of the speeches of acceptance on account of the unusual crowding at the last moment.

* * *

I told you Evans would push over a couple of buildings. We can't tell yet whether Evans or Jenkinson is ahead, but at the last moment, as we go to press, it looks like "Honey Boy" Evans. Oh! you maximum agitation!

* * *

Did you ever read any of C. E. Franks' letters? Recently, in writing a bulletin on the agitator connected to a paint oil outfit, he used the following: "The blades are so arranged that the minimum exertion produces the maximum agitation." Poor Franks had to do all the "muck work" on the bulletin system, and he has now learned that the blue pencil is mightier than the sword.

* * *

We learn from our Canadian correspondent that the Canadian organization presented to W. R. Hance for Christmas, a chest of solid silver, as a token of their appreciation of his untiring **efforts to help them.** That sentiment is certainly one to be appreciated and certainly pays Mr. Hance for many a hard trip and many a mental struggle. This good feeling, we think, went a long way toward bringing Toronto up to within a few points of winning the Cup.

* * *

As we go to press the Toronto Office is within about 7 per cent. of Boston in the cup race. Fort Wayne is within 4 per cent. of Toronto, while four-tenths of 1 per cent. ahead of New York. A most remarkable situation is that $2\frac{1}{2}$ per cent. difference covers the standing of four offices. During the managers' meeting last week telegrams announcing results all over the country kept flashing in at all times a day. The statisticians were figuring results every hour, and nobody was sure about the finish for the pin. Mr. Anderson felt pretty sure about the cup, but at one time Mr. Hance was within 5 per cent. of Boston, and we thought we detected just a little white around Mr. Anderson's gills.

Christmas was a great time around the Bowser office. It was a time when we all stopped for a moment and took stock of our personal surroundings. The "old man" closed shop at 4 o'clock, called the bunch together in the Assembly Hall and handed us a line of talk that made us feel "kind-a-funny on the insides." We had two hundred in that bunch, banked up around the walls, and blamed if we didn't see fellow workers walk up and receive Christmas presents whom we didn't know by sight.

The Bowser Company presented a present to every office employee, every shopman, to all branch office employees, to the salesmen's wives, and, in fact, every employee, except, possibly, the bachelor salesman. Over one thousand presents were sent out.

Mr. Bowser told us he appreciated the loyal support which the business had received during the year; he told everybody how much business had been done. We appreciated him as we thought matters over and looked back upon a pleasant year—a year which went by without quarreling, without harsh talk or dissension, a year in which we worked and were happy. We realized that was the way Mr. Bowser would have it.

Another thing; we got the impression that Mr. Bowser has respect for every single employee, if he is decent, and if he isn't decent, he only lasts until it is found out. One does not have to be General Manager or Vice President to gain respect from our employers—all you have to do is to fill your niche properly, and you are as respected as though you were a king. Remember, there is no more essential thing in the army than the private, and his willingness to obey is what wins great battles.

Mr. Bowser closed his remarks by saying that he believed there was not a single person in that crowd who could not say, if called to account for an error, that he did the best he knew how, and that such an effort excused every mistake in the sight of God and man.

* * *

In one respect the Boomer has made a record which has never been equaled by the greatest magazines in the world. We open our 1910 subscription list retaining every single, solitary 1909 subscriber. "That's a bizz-ness?"

* * *

Do you know what caused all this terrible winter weather? It was those Zero blanks sent out by Mr. Polhamus.

MR. BOWSER'S FISH STORY

Some weeks ago there was considerable said in the Boomer about fishing, and those who chanced to catch a few small fish sometimes had their pictures shown up with their fish, the artist extending the latter a few inches to make them look well.

Mr. S. F. Bowser has a cousin living near Fall River, Kas., who takes the Boomer regularly, and about the time this fish story business was going on he sent Mr. Bowser the following, and said that if any of the boys could beat it he would send his children out with the other shoe string. His letter reads in part as follows:

"Dear Cousin S. F.:—I see that a good many of your traveling men fish some, and then they like to tell about it, so I think a good fish story will be in order, and I have one that is worth telling.

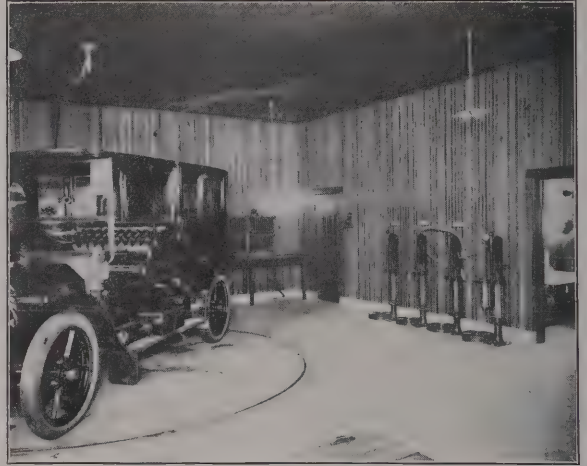
"I have two boys, one two years and the other four years old, and, as you know, I live on the bank of a good-sized creek. The notion struck my boys one afternoon to go fishing. They had a big hook, but no line, so they took a shoe string out of their mother's shoe, tied the hook to one end of it and the other end to a short pole a little longer than a cane. They baited their hook, threw it in and in a short time they had a big catfish on it, which they landed all right. I weighed it, and it tipped the scales at exactly SEVEN POUNDS.

"Now, if there are any in your bunch that can match this I will just have my boys pull the other shoe string.

"From your farmer cousin,
"JOHN R. BOWSER."

* * *

We want to say a little word right here for Chicago. We have made a lot of fun of Chicago and Mr. Colwell all year on account of his not being near the top in the cup race. Last year, when the officers began to ask for the outlook for 1909, Mr. Colwell, in his innocence, spoke up like a little man and said what he hoped to do. Bingo! Up goes his quota! When some of the wise guys were approached they were terribly pessimistic—nothing doing in their fields, no prospects, etc., etc. They fought for low quotas. Poor Colwell was handed a grape fruit (it was too large for a lemon) in the shape of a quota. The Chicago Office has made a nice increase, and the Boomer has decided to keep Colwell another year, provided he renews his subscription promptly and pays up for last year.



A first-class equipment for the private garage is shown in the accompanying illustration. This garage is owned by Mr. E. M. Higgins, of Chicago, and is equipped with one ten-barrel 3-16 gasolene, two 12-gauge, two-barrel cylindrical tanks for lubricating and one for kerosene. All the tanks are buried outside. One Cut No. 41 pump with gallon meter, nozzle filter, hose and nozzle handles the gasolene, while Cut No. 15 pumps handle the lubricating oil and kerosene.

* * *

One of the New York men came into Fort Wayne this week and said he wanted to meet Mr. Little, as he looked upon him as one of the curiosities. Now, wouldn't that make you crazy?

* * *

FOCUS YOURSELF ON YOUR WORK

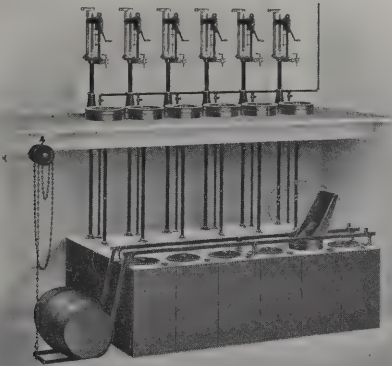
Get the right angle on it. Keep your perspective. Hold the correct level and the right elevation. Watch your distances. Adjust the lens of your mind accordingly.

Don't get so close that you get blurred with details. Don't be so distant that you get out of touch with it. Don't go off on a tangent where you get only one viewpoint.

Study it from all sides. Observe its advances and retreats. See it in its varying lights. Watch the changing conditions surrounding it, the influences bearing on it.

Keep it in focus.

—System.



CUT NO. 111

The average paint oil dealer should be equipped with a Bowser Standard System of paint oil storage, either Cut No. 109 or No. 115, as the local conditions make advisable. There are others, however, whose business, perhaps, does not permit the installation of so complete an equipment. It is for merchants of this class that the system here described is designed.

Cut No. 115 combines every principle and attachment that goes to make retailing of paint oils profitable, safe, clean and convenient. Cut No. 111 does not include all these devices, and is made to serve as a substitute for Cut No. 115, when it is impossible to sell the better grade outfit. In point of quality, in operation, in material and workmanship, Cut No. 111 is first class in every respect.

A battery consists of several outfits, and for convenience the following description will cover but one unit of which a battery is made up. Each outfit consists of a steel storage tank, rectangular in shape, which is placed upon the basement floor and connected to a combination force and suction pump, located upon the floor above and directly over the tank. It must be noted that the outfit described differs materially from Cut No. 115, in that it is necessary to place the pump directly over the tank, an offset being impossible.

The standard outfit is made especially for handling ordinary paint oils, but by equipping with special lining, and building the pump of special material, it can be made to handle successfully practically any known liquid. The pump is arranged to discharge an accurate quart, pint or half-pint at a stroke, and is not furnished in any other capacity. This makes

the outfit convenient for use only where there is a small consumption of oil.

The pump is built of metal, the working parts being of brass. It is finished in black enamel with nickel trimmings. In general appearance it resembles Cut No. 44, although, unlike that outfit, the cylinder is placed inside the tank at the bottom of the suction pipe. An Anti-drip Nozzle with Lever Shut-off is supplied with each pump. Different nozzles are furnished to handle special liquids. An expansion chamber is furnished, which provides for any expansion of the liquid in the pump, due to changes in temperature. No Discharge Register, Locking Device or Computer are included in the equipment of Cut No. 111.

The tank is built according to the standard Bowser specifications for Type B tanks, and is made in 14-gauge steel only. It is fitted with regular flange connections for suction and return pipes, and is equipped with a metal gauge stick, which is held in place by means of a metal screw cap. A 15-inch round manhole, fitted with a metal cover, held in place by hexagon cap screws, is provided. The center of the manhole cover is tapped to admit a metal filler tube, which extends to the bottom of the tank, terminating in a fine mesh screen, through which the oil is strained. In battery equipments every three or less outfits are supplied with a metal fill pan, arranged to screw into place in the filler pipe opening, which arrangement greatly facilitates the filling of tanks from oil barrels. The filler pipe opening is protected by means of a metal plug, which screws into place.

The outfit can be filled from the first floor by emptying the contents of an oil barrel into the drip pan, from which the oil flows into the storage tank through the return pipe.

A battery of Cut No. 111 outfits is vented to the roof of the building. An automatic battery vent valve is placed in the vent pipe above the highest fill point, which prevents an interchange of gases from the different oils, and also admits air to the tanks as pumps are operated. The vent pipe terminates in an air vent protector with fire screen.

Battery equipments should be sold complete with Barrel Track, Cradle, Chain Hoist and Cut No. 171 Barrel Dash.

Cut No. 111 is a very practical method of storing and handling paint oils, but since, in point of equipment, it does not compare with Cut No. 115 outfits, and since greater satisfaction is unquestionably given by the higher grade outfits, the salesman should in every case endeavor to install the better system, pushing a substitute only when it is absolutely necessary.

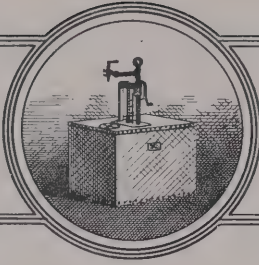


We show in this issue two pictures, one of the snowplows at work, the other showing the track after the snow has been cleared away. These pictures were brought in to us by Mr. T. D. DeVilbiss, who has just returned from a western trip, where he installed for the Denver & Rio Grande Railroad, at Alamosa, Col., one 6,000 gallon fuel oil tank, one 5,000 gallon, two 2,000 gallon and three 1,000 gallon tanks for lubricating oils, together with seven Cut No. 41 Pumps. These pictures were taken on the D. & R. G. R. R., near Alamosa



Let us meet 1910 with a smile and start in the new year upon good terms with everybody, including ourselves, and then let's keep it up all year

BOWSER'S



BOOMER

SPECIAL

EDITION

Vol. V.

JANUARY 15, 1910

No. 2

**THE FINISH
FOR 1909**

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by E. J. LITTLE

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

Congratulations to all for one grand finish.

* * *

Watch for the swell pins on the prize winners after Friday.

* * *

We are hearing some great stories these days. Such a bunch.

* * *

Since last visit Stata has shed the whiskers and Rodman the mouse colored derby.

* * *

Jenkinson is here and wants to meet Evans. We haven't heard from Evans and don't know whether he has recovered or not, but he will; he's game.

* * *

We give you in this issue the official results for the year 1909 as to the standing of the men and offices. Everybody at Fort Wayne is delighted with the results. We had some wonderfully interesting contests and everyone was keyed up to the highest point the last few days of the year. At present we are in a relaxed state of mind and we would be glad to write a fine lot of comment on the work if we didn't have three or four scientific salesmen sitting on the corner of the Boomer desk all the time.

THE 325 POINT CLUB

General Line Men Only

W. I. McCALL

W. V. CRANDALL

R. E. CHRONE

A. L. BYRD

E. P. HAYES

J. M. SITTON

J. P. O'NEIL

A. G. RATLIFF

A. ANDERSON

W. C. SMITH

S. D. STODDARD

J. W. MERICKEL

A. E. MOFFATT

F. H. COOK

V. M. SCROGGS

W. Y. ROBERTSON



THE STANDING ON TOTAL BUSINESS WRITTEN FOR THE YEAR

Factory

- 1 J. H. Armstrong
- 2 E. M. Caskey
- 3 R. S. Johnson
- 4 G. W. Bigelow
- 5 J. R. Sibley
- 6 S. F. Taylor

Combination

- 1 W. E. Jenkinson
- 2 C. B. Evans
- 3 L. Smith
- 4 J. T. Smith
- 5 E. J. Murphy
- 6 G. E. Bowen

Garage

- 1 J. N. Dietch
- 2 K. F. Hessenmueller
- 3 F. H. Olds
- 4 T. C. Potts
- 5 F. H. Cook
- 6 M. S. Jordan
- 7 G. R. Quarles
- 8 J. O. McCracken
- 9 C. M. Holbrook
- 10 E. M. Denton
- 11 G. W. Scott
- 12 F. Laughrey

General Line

- 1 W. V. Crandall
- 2 J. W. Merickel
- 3 W. C. Smith
- 4 E. P. Hayes
- 5 A. E. Moffatt
- 6 A. G. Ratliff
- 7 W. I. McCall
- 8 A. Anderson
- 9 F. W. Devereux
- 10 S. D. Stoddard
- 11 J. P. O'Neil
- 12 R. E. Chrono
- 13 N. A. Ring
- 14 J. M. Sitton
- 15 C. E. Saunders
- 16 M. C. Benham
- 17 P. F. Cashman
- 18 Max Heintze
- 19 H. P. Bachers
- 20 J. H. Medsker
- 21 A. McIntosh
- 22 C. R. Eggleston
- 23 J. F. Connolly
- 24 R. L. Duncan
- 25 D. J. Ford

NAMES TO BE ENGRAVED ON THE CUP

Fort Wayne

- 1 J. N. Dietch
- 2 T. C. Potts
- 3 H. P. Bachers
- 4 D. J. Ford
- 5 C. W. Hoffritz
- 6 R. E. Chrono
- 7 E. P. Hayes
- 8 G. L. Womble
- 9 J. C. White
- 10 W. I. McCall
- 11 L. P. Murray
- 12 J. T. Smith
- 13 A. G. Ratliff
- 14 J. H. Medsker
- 15 J. P. O'Neil
- 16 M. C. Benham
- 17 P. F. Cashman
- 18 L. Henderson
- 19 A. W. Dorsch
- 20 J. M. Sitton
- 21 W. Eradfield
- 22 R. L. Duncan
- 23 E. L. Milliron

San Francisco

- 1 F. H. Olds
- 2 W. C. Smith
- 3 W. V. Crandall
- 4 S. D. Stoddard
- 5 W. E. Jenkinson

New York

- 1 G. W. Scott
- 2 F. W. Devereux
- 3 H. E. Dobson
- 4 C. R. Eggleston
- 5 F. H. Cook

Boston

- 1 M. S. Jordan
- 2 L. Smith
- 3 C. M. Holbrook
- 4 D. J. Seymour
- 5 N. A. Ring

Toronto

- 1 J. W. Merickel
- 2 A. Anderson
- 3 A. McIntosh
- 4 A. E. Moffatt
- 5 E. J. Murphy

Chicago

- 1 J. B. Heinen
- 2 K. F. Hessenmueller

Philadelphia

- 1 J. O. McCracken
- 2 E. M. Denton

Fort Wayne Factory

- 1 J. H. Armstrong
- 2 G. W. Bigelow

FINISH OF CUP RACE

DECEMBER 31, 1909

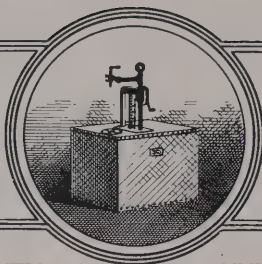
ENTIRE YEAR

	Per Cent.
BOSTON	110.9
TORONTO	105.7
NEW YORK	101.3
FORT WAYNE GENERAL LINE	99.7
SAN FRANCISCO	98.8
PHILADELPHIA	97.8
CHICAGO	85.2
COMBINED FACTORY AND RAILROAD	52.7

THIRD PERIOD

TORONTO	142.4
FORT WAYNE GENERAL LINE	118.0
PHILADELPHIA	114.3
SAN FRANCISCO	112.3
NEW YORK	110.3
BOSTON	102.4
CHICAGO	88.1
COMBINED FACTORY AND RAILROAD	65.4

BOWSER'S



BOOMER

CONVENTION

NUMBER

Vol. V.

JANUARY 21, 1910

No. 3



MR. BOWSER'S TWO MILLION SMILE



THE BOW



BANQUET

BOWSER HALL OF FAME

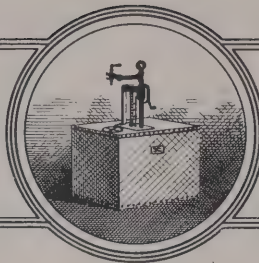


H. E. ANDERSON



W. R. HANCE

BOWSER'S



BOOMER

Vol. V.

FEBRUARY 10, 1910

No. 4



THE GET AWAY



THE BOWSER SELLING

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

They're off for Nine-teen-ten.

* * *

In the excitement following the convention we tried to duck out of writing a Boomer but we got called by the G. M.

* * *

One of the most impressive things we noticed during the convention was the complete harmony existing within our Mexican organization.

* * *

As a special premium offer the Boomer will furnish free one crate of Beatty's strawberries with every five years' subscription paid in advance.

Fellows, we are under many obligations to our visitors for the good suggestions they gave us during the convention. Talk about your swell arguments. Do you remember Beatty's talk on competition. Wasn't that the smoothest thing you ever heard; not only the argument, but that soothing, oily, disarming way of presenting the matter?

* * *

Talk about your boy orators. Didn't those Bowser salesmen surprise you? We believe that if S. F. or A. Z. want to run for the presidency we can put that bunch on the stump and carry the country. That is if we can count in the forty-niners. We are sure that Holmes can carry the Spanish vote. It's a cinch that Sitton, Byrd and Shields can carry the solid south. Hess and Heinen can carry the German vote, and Pat Cashman will look after the Irish. It looks to the Boomer like it could elect the ticket.

* * *

Do you recall Mr. Morton's logical paper on oils and proper storage of same? That was the most perfectly prepared paper presented. The language was superb. Do you recall Mr. Peters' encouraging demonstration of the opportunities lying before us? And last, but not least, Morrison, the fire chief, who stood us all on our heads with enthusiasm? Boys, if we could talk like The Chief we could sell more tanks this year than our present shop could make in three years.



TION, JANUARY 21, 1910

During the recent convention, we are informed that through a mistake, evidently, some one used and misplaced the Cut 41 Model belonging to Mr. King and also some typewritten reports which happen to be of unusual importance to him. It so happens that we are out of models and the mislaying of Mr. King's has been a matter of serious loss to him.

In regard to the papers, we all know that Mr. King would willingly sit up all night to prepare any statements which would be of help to any member of our organization and whoever has those papers is entirely welcome to copies, but it would facilitate matters very much indeed if we can locate them. We do not intend to cast the least reflection whatever on any member of the Bowser organization. We know that these articles were picked up for a temporary demonstration and afterward misplaced, and we ask that any one who has information regarding the matter will communicate with us at once and thereby relieve the situation.

* * *

Eggleston was about the "busiest guy" we saw during the convention. He was there with the "glad hand", the "big noise", the mouth organ and the choral society, but say! when it comes to bowling "Eggie is a green persimmon."

COMPETITION.

A salesman recently reported calling on a grocer who had been using one of our cut 19's for eight years and had recently purchased a 5-bbl. cut 41. The merchant said to our salesman that another fellow had been in there recently with a model of an outfit which he claimed was better than Bowser's, and that he had preached quite a sermon, with the text, "As good as Bowser, better than Bowser," etc., etc. The merchant told our representative that he finally said to the gentleman that he thought the Bowser would be hard to beat, and that if he had an outfit better than Bowser's, that he should give it a name and sell it on its own reputation.

Once upon a time there was a Bowser salesman in the city of Chicago who went to see a customer who was in the market for a private garage outfit. He introduced himself, and the gentleman said, "Do you represent the Bowser Company?" Being advised in the affirmative, he said, "Don't say a word about your tank, just send me one. Three of your competitors have been in here and told me all about it."

There are two morals to these stories—one is that no imitation is as good as the genuine—the other is, it does not pay to talk your competitor's goods.

THE SMALL QUANTITY MAN.

(By C. C. Barnet.)

When a merchant erects a store costing him, say \$2,000, he does not think of charging this amount to a single year's business. He figures on using that building fifteen or twenty years or longer; and, therefore, the yearly cost of that building, as against the yearly profits therefrom, is not the original cost, but the interest and the amount invested, divided by the term of years.

Just so in the case of a Bowser Oil Tank investment. Many Bowser Outfits have been in use twenty years or more without a single cent expended for repairs. Supposing a merchant should buy, say a \$65 tank, and he handles five gallons of oil a week, or approximately 260 gallons annually. The cost of that tank should not be spoken of to the merchant more than once as \$65, but as one-twentieth thereof, or about \$3.75 per year, including interest. Many merchants will admit a loss of 3c per gallon; 260 gallons at 3c is \$7.80 per year. Therefore, in the item of saving alone the merchant has gotten back each year more than double his actual investment, and the question to put up to the merchant most strongly should be: "Is not it worth anybody's \$3.75 as an investment to make sure of \$7.80, when by not putting up the \$3.75 he gets none of the \$7.80?" As a saving proposition alone, therefore, it pays a merchant to have a Bowser, even though he handles less than five gallons a week. But the item of saving is only one of many advantages and sources of profit from a Bowser. A merchant wishes to feel justified in making any investment, and this argument should sweep away his objections offered on the ground that it would not pay because he "does not handle enough." A merchant can scarcely handle so small a quantity that he is not justified in having one of our equipments. His real reasons may lie in other channels, but the item of saving is his justification. More valuable than saving are the items of safety, cleanliness, convenience and quick service, prevention of pilfering, prevention of evaporation, prevention of spoiling of other goods, etc.

To sum up, it is a fact that a merchant who handles a limited quantity of oil needs a Bowser even more than his brother who handles a larger quantity, because where oil is sold so slowly the exposure is of longer duration, the evaporation is greater, and the

risk to other goods more, than where the oil is passed through the ordinary tin tank rapidly. That is, in proportion to amount of oil handled, the loss is greater where small quantities are handled than in the case of the large. The very nature of oil leaves no real justification for the merchant to stand upon for handling without air-tight storage, no matter how little carried or sold.

* * *

Recently we published an article with reference to the Paint Oil Equipment sold by Mr. S. D. Stoddard of the San Francisco Office, to the Blumauer-Frank Drug Company, Portland, Ore.

The original order came to us with two tanks to be used for Witch Hazel and Formaldehyde. Our Engineering Department took up this matter later and had these two tanks used for Cod Liver Oil and "AA" Castor Oil, as we do not recommend these tanks for use in handling the former liquids.

We publish this information in the Boomer so that none of our salesmen will get a wrong impression from this original article.

* * *

Have you ever heard of H. O. Farnsworth, of Florida? He is a Bowser man and the proud father of triplets. Farnsworth sent us a 37 point CASH paint oil order recently which was so long that he could not get it all on one order blank.

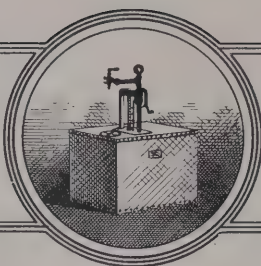
* * *

The man who thinks he has no chance destroys his chances by acknowledgment of self-defeat. He has deliberately blinded himself, bound upon his limbs the shackles and chains of Cowardice; weighted himself down with the greatest of all handicaps—Despair. He has wrenched the anchor from his door, stuffed his ears with cotton wool and cannot hear Opportunity when she does summon him.

HERBERT KAUFMAN,
Chicago Record-Herald.

* * *

We added some corking salesmen to our organization during the convention—look out for some new names with the top bunch this year.



CLASS STANDINGS AT CLOSE OF BUSINESS

WEEK ENDING MARCH 8, 1910

Class AA.

Fitzpatrick
Caskey
Devereux
Law
Lindsley
Harley
Bird
Heusner
Bigelow
Johnson
Bleecker
Byrd, A. L.
Hayes
Olson
Fair
Saunders
Todd
Dorsch
Hoffritz
Homsher
Knoche

Class A.

Chase
Bienenstock
Bagby
Milliron, E. L.
Martin

Class B.

Merickel
Cashman
Heintze
Dietch, J. N.

Class C.

Jordan
McGibney
Smith, L.
Ryan
Ladd
Libby
Robertson, W. Y.
Bentel
Dolan
Ward
Ginther
Purdy, H. T.
Bradfield
Stewart

Class D.

Connolly, J. F.
Weiss
Quarles
Walker
Benham
Ford
Kennedy
Surface
Bachers
McIntosh, R. E.
Pinkerton
Alleman
Gumpper
Keller

Class E.

Cook
Dobson
Riverin
Olds
Connelly, J. J.
Abel
Ward
Dietch, H. F.
Henderson
Gardner
McCall
Sitton

Class F.

Deming
Reeves
Richardson
Lavery
Dalgaard
Chrone
Purdy, J. B.
Shaw
Smith, W. C.
Eichelberger
Tozier
Murray
Place
Hull
Lawrence
Morris
Rosconi, F.

Class G.

Briggs
Jordan
Ring
Seymour
Sibley
Earle
Evans
Griffith, E. J.
Gustorf
Hessenmueller
Sherlock
Thompson
Dix
Eggleston
Fertig
Hayward
Mathers
Peeples
Roberts
Scott
Thompson
Anderson
Eddy
Moffat
Murphy
McIntosh, A.
Potter
Robertson, W. R.
Rosconi, Nap.
Jeavons
Kenney
Paquette
Eichholt

Smith, J. T.

Waller
White
Womble
Crandall
Jenkinson
Klotz
Laughrey
Romer
Stoddard
Sapf
Denton
McCracken
Parker
Ward
Widener
Knott
Mann
Medsker
O'Brien
Potts
Taylor
Whitmore
Englebert
Thompson
Bolton
Bowen
Carson
Cornell
Duncan
Farmer
Griffith, E. T.
Hafner

McCurdy

Reuben
Shields
Kelly
Dunn
O'Neil
Ratliff
Whisler
Brown
Collins, W. M.
Farnsworth
Frierson
Owen
Peacock
Clark
Carpenter, C. M.
DuBois
Hough
Desparois
Lampkin
Pettit
Riddell
Smith, H. S.
Stephenson
Stevick
Collins, S. A.
Inslee
Nicholson
Sheehan
Steger
Beresford
Dorner



BOWS

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

Watch the advertising, boys. There will be some things doing this season.

* * *

Last week the Bowser army captured over four thousand points. We said **over** mind you.

* * *

Say boys how do you like the new bulletins? Aren't they about the handiest things you ever had around the house?

* * *

What do you think C. E. Saunders did? While we were at the convention in January he landed two hundred points and then he repeated in February. Talk about a running start, we guess that's it all right.

Can't you see the green neckties on Jack Sheehan, Fitzgerald and Cashman this week?

* * *

A new branch has appeared on the Bowser family tree. Last week Bert was presented with a baby girl.

* * *

While Mr. Neff writes us that the magnolias are in full bloom, Stata writes us that the snow is ten feet deep. Now whom are we going to believe?

* * *

We tried to have this edition of the Boomer printed in green in honor of St. Patrick's day and Pat Cashman, but the printers ran out of green ink.

* * *

A new man, A. F. Todd, landed over 200 points in February on the store line. We guess that's bad for a new man. Wait till he learns the line and has a long month.

* * *

Did you hear about it? Why the big week. We have just finished the biggest week's business in the history of the company. We expected big things after the convention but we didn't really expect records to be smashed quite so early in the season. If we can break all records in the first part of March what will we do in April and May?



YORCE

A SALE IS A SEED.

The best sale isn't always the one on which you make out a big sale ship; the best sale is the one that leads to other sales, says a writer in *Victor Salesmanship*.

In other words, a sale is a seed.

Let us assume that you want a growing business and that you are prepared to make an effort to get it.

When the farmer wants a crop he plants seeds—live seeds, with the germs of other seeds in them.

When a merchant wants a growing business he must plant sales with the germs of other sales in them.

"That is all very well," I hear you say, "if you are talking about something that people have to buy over and over every few days, like breakfast food or cigars. In those cases a customer gets to liking a certain brand and won't take any other."

People are fortunately constituted so that they want what they see other people enjoying. If one boy sees another boy eating apples it makes him hungry for apples. It doesn't make him hungry for oranges.

The far-sighted salesman takes advantage of all traits of human nature to make one sale produce other sales.

Study your customer, and try to make him thoroughly happy in his purchase. Suit him in both taste and pocket, or come as near to this state of things as you can.

* * *

GOOD BUSINESS.

(From Penny Pectoral.)

Shop-keeper to Chemical Traveller—"Can't give you an order, quite over-stocked."

Traveller—"Let me at least show you my samples."

Shop-keeper—"Spare yourself the trouble, I can't look at them."

Traveller—"Then will you allow me to look at them myself, it has been three weeks since I have seen them."

* * *

On the level now did you ever see as swell looking bunch of girls in one picture as in the picture of our office force? How in the world they have remained single up to this time we fail to comprehend. "Honest," we mean it.

THE NEW BULLETINS. C. E. FRANKS.

We are told that the news went forth in 1907, that a new system of Bulletins would be prepared forthwith. Evidently no one appeared upon the Publication Department Roll Call of sufficient credulity to undertake the task until September, 1909. At that time, however, several of the Boomer staff, and an innocent and inoffensive outsider, were forced, coerced and bribed into adding to the Bowser Library the classics in the form of Bulletins.

The preparation of this material was an arduous work. For months the editor of the Boomer collected dope by the yard, gallon and sheet, and finally there existed a frame work in the shape of a dummy, showing cuts and places for cuts as yet unmade on each of about seventy Bulletins covering the Bowser Line from cut one to cut seven hundred and fifty.

The shaping of this raw material into finished Bulletins, over-flowing with important facts and choice language was—well, we refuse to quote from General Sherman, because of the high character of our circulation, but we would like to.

As the bulletins grew, more data was found necessary, the procuring of the information caused many a heartache and many a sleepless night. We so persistently bothered the Engineering Department with our requests for "more dope," that they called us pests and other epithets equally vile. The Shipping Department, the Engineers, the Order, the Sales and Executive Departments were all kept as busy contributing material and the Stenographic Department worked all times except "after hours" in getting it into a concrete form. The Bulletins when once written were so evenly phrased and looked so neat that we thought—Here, at last, is a collection of thought pearls, worthy of a Shakespeare. Imagine our chagrin when "our copy" was returned from first the editors, then the Secretary's and finally Mr. Bechtel's office, decorated with blue pencil, purple ink and soft lead until the original was all but hidden among the vari-colored hieroglyphic, each one of which meant when deciphered, "change this." Stenographers groaned and muttered "near curses." Mrs. Bower, the head of that department at the time, talked of Bulletins in her sleep and we, the dope fiends, ate Bulletins, dreamed Bulletins, thought Bulletins and talked Bulletins.

When finally the official approval had been given and the Engineering Department had placed their O. K. upon all specifications, we started getting out the necessary drawings, arranging the lay-out and getting the printers in line. This process also brought difficulties and disappointments, in fact, the Bulletins got

so on my mind that I was on the verge of going dippy. The first evidence of this was when I submitted the following dope:

AGITATOR—The tank is fitted with a four-blade, metal Agitator, so designed that with the minimum exertion one gets the maximum agitation.

Each Bulletin is complete and comprehensive and contains facts regarding the purpose, make-up, construction and possibilities of the outfits. Sizes, dimensions and shipping-weights are given.

The advantage of these Bulletins lies in the fact that only one outfit is described in each, so when sending a Cut 41 prospect a Bulletin, it will bear purely on Cut 41 and nothing else. His attention will not be diverted to Cut 47 or 48 unless you wish him to, and then he will be provided with individual Bulletins upon these particular outfits.

The product of our honest effort is now ready for distribution and for your inspection. When reading these bulletins, if you perchance find a sentence reading something like this "These tanks is, etc.," forget it and think what might have been had not some blue pencil changed it from, "Them tanks is."

* * *

A PAINT OIL FIRE.

Dallas, Texas.

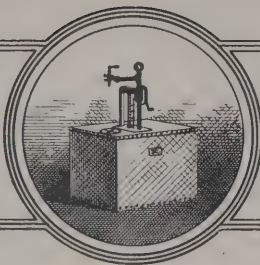
A very disastrous fire occurred in this city last Sunday morning, in a Paint and Wall Paper Store. The fire originated in the Paint and Oil Room and was undoubtedly caused by spontaneous combustion of Paint Oil drippings from faucet cans on saw dust and other waste spread to catch these drippings.

The owner has been interested in our outfits for some time but has delayed buying for various reasons.

Quoting from the Dallas News:

"The flames had their start in the Paint and Oil Warehouse on the first floor. There was a very hot fire and dense black smoke was issuing from every window and door when the firemen arrived. For short shifts the men fought on the first floor, standing the smoke and fumes as long as possible. Smoke was heavy and dark and the great volumes rolled along the ground, hardly moved by the light wind. Paint Oils, Turpentine and Paper Rolls burned quickly and with intense heat. Water, except to prevent the spread of the fire was not successful against the burning oils. Chemicals were used and where it was necessary the oil was allowed to burn, while the men fought to retain the flames within the original building. With the peculiar difficulties attendant upon a Paint Oil Fire, the firemen were credited with having made an excellent fight. Loss about \$45,000.00, partly covered by Insurance."

BOWSER'S

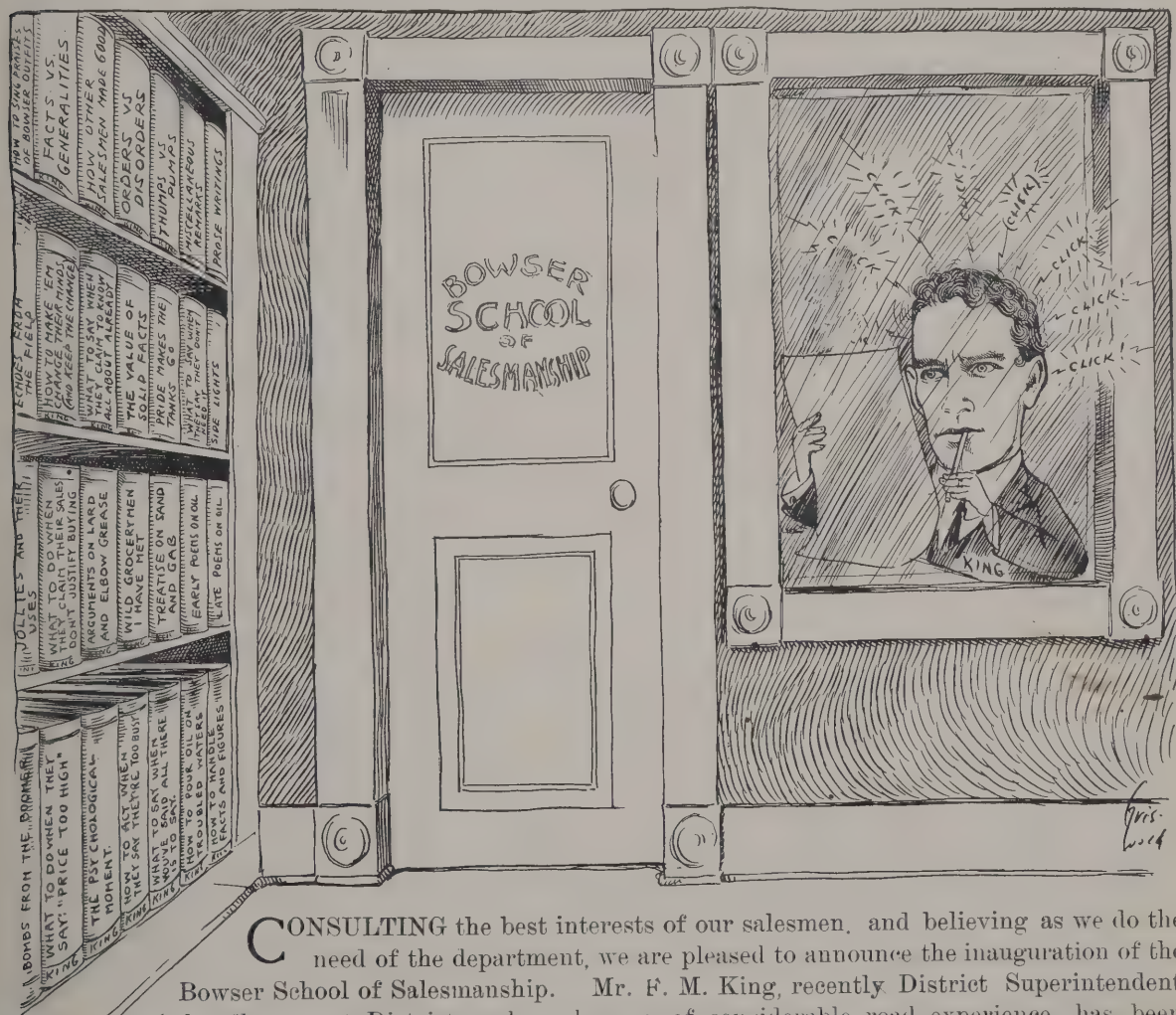


BOOMER

Vol. V

JULY 1, 1910

No. 1



CONSULTING the best interests of our salesmen, and believing as we do the need of the department, we are pleased to announce the inauguration of the Bowser School of Salesmanship. Mr. F. M. King, recently District Superintendent of the Shreveport District, and a salesman of considerable road experience, has been placed as instructor. This school will thoroughly prepare the men before entering the field, and give to them the benefit of our selling knowledge and long experience in this business. The work will be conducted in the most thorough and painstaking manner and as expeditiously as the proposition will permit. To the men that have long been with us on the road this school will serve them in covering all the distinct classes of new outfits and supply data and other information which will be printed and circulated. The inception of this school is but another evidence of the firm's endeavor to be broad and fair and to assist the salesmen in every way possible.

SALESMEN'S CLASS STANDING

WEEK ENDING JUNE 28, 1910.

AA

Ladd, W. H. *NY*
 Roberts, J. G. *NY*
 MacCracken, R. *NY*
 Connolly, J. F. *Boat*
 Fitzpatrick, W. J. *Boat*
 McGibney, V. *Boat*
 Richardson, F. H. *Boat*
 Saunders, C. E. *Boat*
 Todd, A. F. *Boat*
 Dorsch, A. W. *Kays*
 Bagby, A. E. *Boat*
 Johnson, R. S. *Boat*
 Milliron, E. L. *Boat*
 Bird, E. R. *Boat*
 Crandall, W. V. *Boat*
 Heusner, G. L. *Boat*
 Benham, M. C. *Boat*
 Bleecker, H. E. *Boat*
 Kennedy, W. M. *Boat*
 Collins, S. *Boat*
 Dietch, J. N. *Boat*
 Gumpfer, J. D. *Boat*
 Knoche, F. A. *Boat*
 Olson, J. C. *Boat*
 Hessesmueller, K. F.
 Homsher, J. E.

A

Devereux, F. W.
 Paquette, N. *Boat*
 Cook, F. H.
 Eggleston, C. R.
 Smith, Lewis
 Bentel, G. E.
 Bowen, G. E.
 Duncan, R. L.
 Hayes, E. P.
 McIntosh, R. E.

B

Libby, F. J.
 Lindsley, H.
 Briggs, E. H.
 Chase, D. W.
 Jordan, M. S.
 Purdy, H. T.
 Dobson, H. E.
 Bolton, D. L.
 Ward, D.
 Seymour, D. J.

C

Law, C. P.
 Peeples, F. H.
 Scott, G. W.
 Weiss, J. G.
 Deming, W. N.

C--CONTINUED

Merickel, J. W.
 Potter, F. C.
 Robertson, N. Y.
 Sibley, J. R.
 Alleman, W. D.
 Martin, F. C.
 Heintze, Max
 Chrone, R. E.
 Jenkinson, W. E.
 Davis, J. M.
 Rich, R. F.
 Parker, W. S.
 Cashman, P. F.
 Hoffritz, C. W.
 Sheehan, J. S.
 Pinkerton, J. M.
 Moffat, A. E.
 Riverin, S. O.
 Smith, W. C.
 Eichelberger, W. F.
 Carpenter, W. A.
 Jenkinson, E. L.
 Smith, O. P.

D

Dalgaard, H.
 Anderson, A.
 Harley, Geo.
 Murphy, E. J.
 Ring, N. A.
 Earle, H. N.
 Caskey, E. M.
 Ryan, D. A.
 Sherlock, R. H.
 Evans, C. B.
 Dolan, E. P.
 Smith, J. T.
 Williams, Joe
 Potts, H.
 Laughrey, F.
 Romer, George
 Stoddard, S. D.
 Ford, D. J.

Ward, James
 Ettinger, E. C.
 Ward, J. C.
 Short, C. H.
 Keller, J. F.
 McCurdy, G. A.
 Reuben, G. H.
 Byrd, F. D.
 Schnabel, G. H.
 Mann, W. M.
 Downer, J. A.
 Henderson, L.
 Milliron, D. N. B.

E

Fertig, K. H.
 Thompson, R. E.
 Laverty, A.
 Fair, W. A.
 O'Brien, W. J.
 Inslee, W. D.
 Ginther, L. R.
 Hull, G. H.
 O'Neil, J. P.
 Kelly, C. H.
 Bienenstok, E. A.
 McClure, R.
 Carpenter, C. M.

F

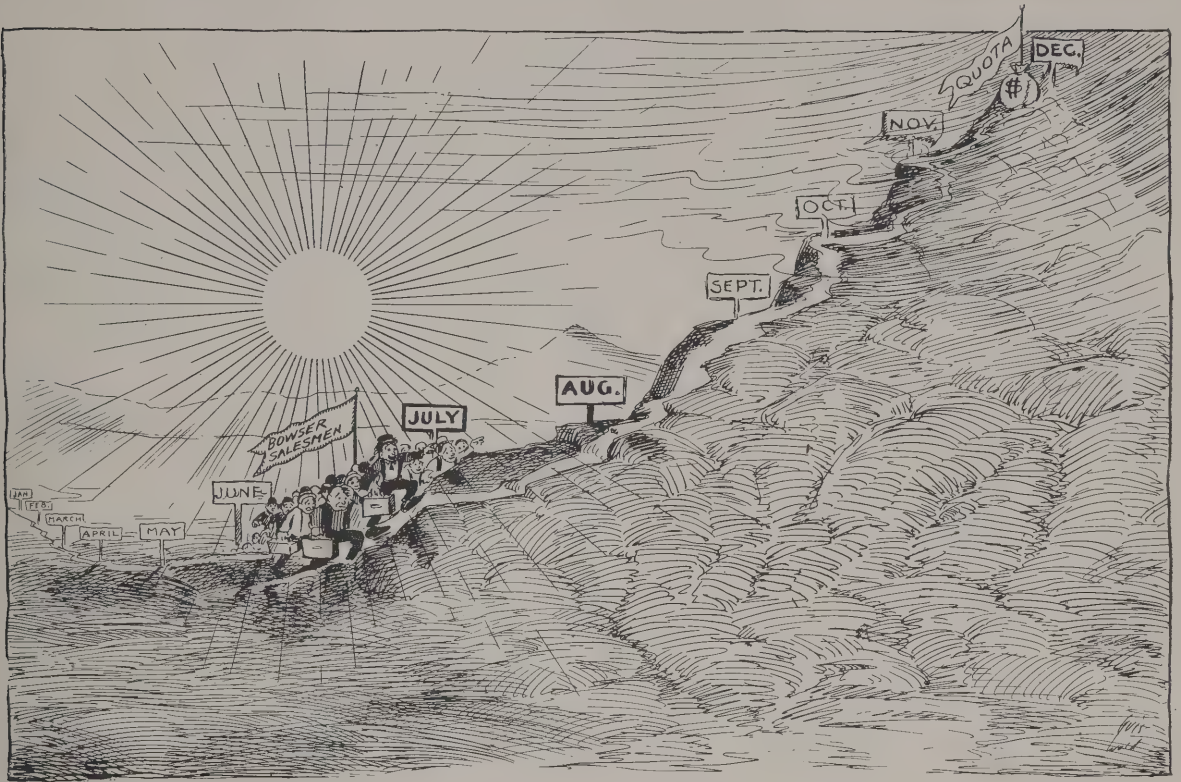
McIntosh, A. E.
 Jeavons, H. J.
 Childs, H. D.
 Hance, G. R.
 Newman, H. S.
 Peacock, S. A.
 Sitton, J. M.
 Lawrence, E. C.
 White, J. C.
 Walker, E. P.
 Quarles, G. R.
 Place, J. W.
 Nicholson, H. J.
 McCall, W. I.
 Dietch, H. F.
 Childs, G. W.
 McCracken, J. O.
 Steger, A. H.
 Dix, F. M.
 Englebert, E. A.
 Olds, F. H.
 Meader, L. S.
 Percival, A. T.
 Reeves, J. E.
 Coddington, R.
 Denton, E. M.
 Walters, F. E.

G

Haywood, W. H.
 Mathers, T. D.
 Lee, A. D.
 Robertson, W. R.
 Rosconi, F.
 Dow, H. F.
 Childs, C. E.
 Gustorf, E. B.
 Thompson, O. A.
 Wagner, J.
 Brock, H. L.
 Frierson, C. R.

G--CONTINUED

Owen, H. N.
 Clark, E. W.
 DuBois, J. D.
 Hough, Alex.
 Lampkin, J. H.
 Pettit, W. F.
 Riddell, Geo.
 Stevick, H. N.
 Stimson, J. H.
 Holbrook, A. W.
 Cashman, J. A.
 VanHorn, C. H.
 Lambert, N. P.
 Morris, F. E.
 Eichholt, W. Y.
 Purdy, J. B.
 Young, R. H.
 Knott, O. G.
 Medsker, J. H.
 Whitmore, J. H.
 Klotz, E. F.
 Cornell, A. B.
 Lahon, L. H.
 McComsey, W. R.
 Ward, F. B.
 Widener, J. G.
 Minker, Geo.
 Kramer, C. B.
 Roberts, R.
 Cornell, Geo.
 Rahn, S. B.
 Gaskill, W. H.
 Lang, Sidney
 Waggoner, W. H.
 Haselwood, B.
 Hastings, G. H.
 Bachers, H. P.
 Gardner, F. J.
 Ratliff, A. G.
 Whisler, J.
 Ellsworth, M.
 Hafner, G. W.
 Shields, D. H.
 Dunn, W. H.
 Gunn, C. M.
 Bosworth, W. T.
 Stephenson, F. L.
 Patterson, L. L.
 Hunt, E. T.
 Rouser, Geo.
 Walton, H. C.
 Brangs, H. A.
 Hudgins, J. V.
 Smith, Walter
 Gordan, H. E.



MAKE HAY WHILE THE SUN SHINES

The favorable commercial conditions and the Hustle of the Bowser organization have brought about a literal deluge of business. North, South, East and West—it came rolling in from all directions.

The year is half spent. You have as far to go again before the contest is closed. Do not rest content. Your sales life is a huge kaleidoscope—rotating upon the axis of time. Every day the earth takes a turn which readjusts the aspect of your quota. Every hour reveals a new possibility for the future. Conditions are incessantly altering. New combinations of circumstances are putting different phases upon your opportunities. Recognize the situation and reap the reward which well directed efforts, backed up by prosperous times, will produce. The man who can't better himself in such a whirl and swirl of order getting and prosperity has

something radically wrong about his methods. The harvest is ripe—it is yours for the reaping. *Now* is the time to put yourself in the "AA" class if you're not already there.

* * *

Dog days! Oh, yes, but keep going.

* * *

Rain or wind, cold or heat, or maybe, all together, as surely as the day breaks, we're sure to have some weather; but let it get as cold as ice or just as hot as ever, it will not shut our steam off for we've weighted down the lever.

* * *

A continuance of your best efforts thru the heated term, with the exception of your vacation which is the last two weeks of July, is evidence of your determination and tenacity of purpose as well as faithfulness and dependability.

Bowser's Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

Whew! Whew! isn't it warm.

* * *

The old law, "Thou shalt earn thy bread by the sweat of thy brow," seems to apply as aptly in getting out the Boomer as it does in any of the other activities of life.

* * *

JULY! Only two months behind—surely an improvement after all—but the next will be August and the Boomer will be issued regularly each month as promised.

We want the Boomer to reach you promptly each month and when it does not arrive, it is because of some unforeseen obstacle—not intentional, we assure you. Subscriptions will be extended for past missed issues, but we don't expect any missed in the future.

* * *

S. B. Bechtel and J. H. Armstrong have both hied to the wilds of Michigan for their vacations. Of course they took their hook and line with them, but they didn't say a thing about what or how many they expected to catch. Well, if Armstrong gets 'em as large as his recent furniture factory orders and Bechtel pulls 'em in as fast as he can run his new auto, the Boomer will have to get out an extra edition, newspaper size, to tell about 'em, but—we'll see.

* * *

Charlie Saunders and the G. M., are on their annual fishing trip but not a word have we heard since they left. There is considerable mystery about this. Say, fellows, do you think they have struck something so big they are playing act two in the role of Jonah?

* * *

Sh! May we mildly inquire what constitutes a complete Private Garage equipment for a man of wealth? One of the *genuine kind* has not come in for the last few days and if someone doesn't show the Boomer pretty soon—it will be sufficient provocation for the Boomer to talk about a few that we *have* put thru.

Really now, what would you recommend to a man of means who asked you for the best and most complete equipment. Think it over—then go after the next prospect in that class and show us the order.

\$

The root of all evil loses its malevolent aspect when nurtured in the fertile soil of ownership. A Bowser will help "root" for the "Root."

* * *

If by hearsay you'd gain
Read all this issue doth contain.
If it's sleep you would attain
Read it thru twice—then once again.

* * *

Hist!
Whist!
And likewise list!
What is't?

Quiet! Don't be alarmed. 'Tis only King
milling out a few more statistics.

F. M. King is now engaged on a Salesmen's Manual, which he expects to have ready in about sixty days. The edition will be copy-righted and one will be sent to each man.

With this book at hand you will have all the information concerning all of the Bowser products, which will enable you to handle any proposition regardless of how complicated.

* * *

NOW WHO'D ATHUNK IT.

Most of our salesmen will be surprised to hear that some of the boys, when writing an order, neglect to mention on the order blank the kind of oil the outfit is to handle. Conscience Me! how in the world do they expect us to know if they don't tell us, and how can we tell the outfit will serve the purpose for which it is intended, unless we know. We manufacture a large assortment of models and each outfit is especially constructed to successfully handle the oil intended for it. The selling of an outfit not adapted for the use to which it is put, means an exchange of equipment, resulting in an expense to the salesman and dissatisfaction all around. Now gentlemen your interests demand that each order be filled in complete. Don't take it for granted we know or can guess.

* * *

There was a piece of territory down in West Virginia that no one seemed to care about. It had been included and excluded so many times in contracts that one of the boys in the office thought he would take a whirl at it. Result—87½ points in six days—Wilson, that's all. Now Gus has divorced the office for the road entirely.

Then the bug bit L. E. Porter and H. W. Brown also. Guess we will have to put up the screens or we won't have an office force "no moh."



WHY THERE HAS BEEN NO BOOMER

A VACATION SOUNDS GOOD, BUT—OH, YOU ORDERS

No doubt you got your copy of the general letter asking all the salesmen to take their vacations the last two weeks in July. You all expected to take a rest some time during the summer and by all taking it at the same time, it will focus the cessation of business and thus enable the factory to take advantage of it, whereas if only five or ten took it at a time, spread apart, it wouldn't be so appreciably felt.

Thursday, Storr received a special delivery letter, which, when he started to open it, blew up, and orders from one Michigan concern to the tune of 110 points, bearing the well known signature of J. H. Armstrong, dropped back to earth. Naturally, Storr was tickled, and thought he had slipped one over his "esteemed contemporary," E. J. Little.

Whereupon the aforementioned E. J., upon receiving the next mail, made a few mystic passes, closed his eyes, reached in, and drew forth from the grab box the prize package, namely a drug order from H. C. Carpenter, jr., amounting to a paltry 158 points. Result—E. J. continues to

It's a well earned rest and we hope you have the finest kind of a time—you deserve it—you need it. Then when you go back into your territory remember it is going to take a lot more plugging. So make the most of your vacation and then buckle down to another round with just a few extra, good, stiff pokes up your sleeve secured by the rest, and you'll have the quota beaten to a frizzle.

smile, and assures us the hot weather hasn't gotten his goat yet.

Both of these Division Superintendents are to be congratulated on their ability to close such excellent business merely as a hot weather pastime. With the present condition of the factory, we wouldn't dare to put such men at sales work regularly.

* * *

By the way, the Boomer is expecting some "special brand" fish stories and "narrow escapes" of various sorts resulting from your vacation and will gladly receive any contributions along this line.



The Railway Master Car Builders' and Master Mechanics' Convention, which was in session June 16 to 22, at Atlantic City, has just been concluded. We had a very large exhibit, which was conducted by C. A. Dunkelberg, assisted by L. F. Johnson, W. T. Simpson and F. T. Hyndman.

The convention was well attended and our booth received its full share of patronage.

The Railroad Department reports a very good business for the past six months and Mr. Handy states there are fine prospects of some nice big orders falling soon. So far this year, we have received orders for large equipment for the W. & L. E. R. R., Santa Fe System, P. T. & T. Co., B. & O. R. R., N. Y., N. H. & H. R. R. R., D. L. & W., Seaboard Air Line, Kansas City Southern, Canadian P. R., Chicago Great Western, Northwestern Pacific, Boston & Albany, Penna Co., St. L. & So. W., P. & R. R. R., Great Northern R. R., Mexican Ry., Michigan Central, Central Ind., S. P. & S. R. R., besides smaller orders for a very large number of other roads.

These facts carry a message. It means that the keenest, shrewdest and most successful business men recognize and adopt the Bowser System. It means it passes the judgment and scrutiny and is the selection of trained purchasing agents and buyers. Surely then, no merchant is taking a step-off in the dark in buying a Bowser.

* * *

A PROBLEM

— —

"Say, Raggy, what's the greatest problem in life to you?"

"How ter get all the sleep I want widout losing meals, and how to git all I want to eat widout losing sleep."

E. R. Bird sent in a nice Private Garage order for 26 points and J. H. Whitmore brought one across for 22 points, and F. H. Peeples one for 23 points. F. H. Cook, 23 points. W. C. Smith sent in one for 21 points. J. G. Robert, 19 points, while W. E. Jenkinson came under the wire with one for 20 points even. We received quite a bunch, too numerous to mention, over 15 points, all of which shows good work, but who will bring in the "whopper" of the season?

* * *

This weather must be conducive of most anything. J. N. Dietch cooked up a nice batch, among them being a factory order for 80 points and E. J. Klotz handed one in just fresh baked for 70 points.

* * *

The 'Carpenters' Affliction—It's W. A. this time with a factory order for 50 points.

* * *

Do you suppose Mr. N. Paquette, of the Canadian Branch talked French to get that 68 point factory order, and in another case a General Store order for 30 points.

* * *

Why Geo. Bowen! That order for 50 points proves you are tampering with factory biz again.

* * *

O. P. Smith came to the conclusion 45 points would equip a Public Garage, so he took the order.

* * *

Bob Johnson blew into the home office on the last day of the month with 303 points of business, making him 470 points for June and incidentally putting the Carpenter division in the lead of the Fort Wayne Division for the month of June.

* * *

All in one day S. A. Collins got 112 points of factory orders.

* * *

Now this is no fable, but tell us how Schabel just placed on the table that order for twelve sixty-two if you're able.

* * *

A man's right to success is just in proportion to the degree of earnestness and good faith he puts into his work.

HOW ABOUT IT?



Are you giving proper attention to Dry Cleaning Prospects in your Division? If not, is it because you haven't your sales arguments corraled as well as you have on other outfits? These

systems have such great possibilities and can be so strongly exploited that after you get in the game you are partial to it. The trade is appreciative and ready to recognize the advantages, desirability, and need of the equipment. Line up to the proposition and get your prospects in tow to the end that you get your share of the business.

* * *

It is well to bear in mind that during June, July and August is the time the Dry Cleaners make their alterations and betterments in buildings and equipments. Many of the men have evidently recognized this fact by the way they have been bringing D. C. orders across. Don't slight any you may have on your list. It's such nice business too—they give one's quota such a healthy boost.

* * *

See here, Heusner, we are going to report you to the Inter-State Commerce Commission, the first thing you know—for conspiring with the Denver dry cleaners. Three 62 point orders in June.....looks as tho the Denver cleaners expected Bowser outfits to attract work from all parts of the globe. Roll over, they can't corner the trade.

* * *

C. B. Evans came thru with a 99 point order, R. S. Johnson got a 57 point order, O. E. Moffat got 46, E. L. Milliron 41, A. T. Percival 45, F. E. Morris 41, A. G. Ratliff 17, E. H. Briggs 37 and there was a bunch of big ones came thru in May. So you see there are a few other "Bow-sers" scattered around here and there.

* * *

There were several nice dry cleaning orders came through for Public Institutions, but as they are classified as "Government Orders" they can't be dug out for individual mention.

Dry Cleaners and Dyers are rapidly developing into a progressive class of business men. Not only are they pushing themselves to the front by adopting Bowser systems and other time and labor-saving devices, but they are becoming strictly modern throughout and are using advertising freely to get the business. The following striking "ad" just brot this to our attention.

"BROWN & GREEN"

Dyers & Cleaners, Opera House Block
We live to dye, we dye to live,
The longer we live, the longer we dye,
We are dyeing for everybody—
Can't we dye for you?
Kids dyed every day. How about your kids?
Fur dyed in the 'fur' end of our building
'fur' nothing."

* * *

LITTLE THINGS ARE IMPORTANT

Indecision often transforms interest and respect into suspicion. A salesman who hasn't a ready and sensible reply to the taunts and inquiries of the buyer, is at a great disadvantage. The inability to give common information off hand is a great handicap.

One of our salesman had a hardware man all worked up for a cut 109 paint oil proposition. when the buyer asked him how high the discharge nozzle was from the top of the tank. The salesman said "Oh, it will easily accommodate a 5 gallon can." Then the buyer said, "but suppose I wish to fill a 10 gallon can." The salesman said: "Well, it will fill a 10 gallon can." But the buyer said: "how high is it?" Well, the salesman didn't know and was not sure what to guess, so he began to look thru his data. It took several minutes and the prospect was patiently waiting. He was called away before the agent could give him the measurement, and, in fact, the agent didn't know it but estimated it, during the prospect's absence. In the meantime, however, loss of confidence was creeping into the buyer's mind and when he again gave the salesman his attention, he was not so warm, for that flunk of the salesman, as small and unimportant as it may seem, had destroyed all confidence on the part of the buyer in what the salesman had to say, and the order will lay over for an indefinite period. Result: Another call incurring extra expense. Chance of him putting in some make-shift arrangement. Possible loss of the sale entirely. The salesman's answer should have been positive and quick—24 inches. Now wasn't that a little thing, yet, how important.



SAY! Has it occurred to you that the automobile business is *now* at its height and will be for the

next six weeks? Do you realize that *now* is the time to get garage orders and that they will come *now* with the least resistance because of the favorable weather and season conditions? Take advantage of the situation and faithfully solicit this trade *now*.

August and September, while good, are not so advantageous to you, because they are more generally vacation months for that class, so get to these prospects before they leave. When they return, they may be inclined to postpone it with the excuse that the season is drawing to a close. There are also more deliveries of cars *now*, than there will be later—so the watchword is **HUSTLE NOW.**

* * *

The following clipping, sent in by Mr. W. R. Hance, Manager of the Canadian Branch, conveys an idea of what a powerful explosive gasolene really is:

"It is not generally recognized that gasolene contains 14 times as much energy as dynamite, weight for weight, or, in other words, that it requires eighty-three and one-quarter pounds of dynamite to equal the energy contained in one gallon of gasolene."

* * *

When hydrocarbon gas is mixed with oxygen, in certain proportions, it creates an explosive gas which acts like ignited gunpowder. In the cylinder of an automobile, explosions of this mixture produce the power which drives the engine. Gasolene, when improperly stored, loses by evaporation not only in quantity, but also in quality—and the gases which escape are the vital part—the very life of the gasolene—which is so essential for whatever purpose it is used.

* * *

It isn't what you pay, but, rather, what you get for what you pay, that constitutes the value of a bargain. A price is, more or less, immaterial; what is delivered is the important thing and if you can't afford to take chances on that, you assume a risk out of proportion to the possible saving in cost.

A merchant once said: "Oh, as far as the fire risk goes, I'm insured."

That's all very well as far as it goes—but is it business prudence to assume an unnecessary hazard? Even at best, the payment of insurance for actual money loss is poor recompense for suspended business—loss of trade—and possible loss of life.

"It should be borne in mind that, while the insurance companies reimburse the actual sufferer by the fire, the people as a whole bear the burden, and unless the people pay enough to the companies to meet the claims for fire losses, the companies would soon be forced into bankruptcy.

It is a mistaken idea that payment by fire insurance companies makes good the property loss, for property burned is just so much destroyed, and the insurance companies merely distribute the loss by collecting in small sums premiums from all the property owners and paying in large sums to those who suffer loss by fire. *Property burned is money wasted.*

Whoever ignores the danger from fire sooner or later suffers the loss of property from that cause—individuals and communities alike."

* * *

If we want good things and useful,
We must buy them—all agree
We get nothing good, for nothing—
That's not good-for-nothing— See?

* * *

A little knowledge of human nature and keen business sense is a wonderful mixture to bring orders.

* * *

It's the Experience, Knowledge, System, Modern Equipment and Bowser Organization which produce the superior products. Where the intelligent handling of fine work is a matter of daily routine, every man is doing the usual—not the unusual.

In the old days before oil storage had attained its present state of perfection, there were not so many parts, and the same careful attention to detail was not so necessary as it is now; but today every separate piece is designed so as to work with every other part of the mechanism and the result is the finest arrangement possible to devise for the handling and storing of oil.

WHY SHOULD YOUR CUSTOMER BUY FROM YOU INSTEAD OF THE OTHER FELLOW?

How many reasons can you give which would appeal to the average customer?

To be sure, the Bowser goods are in a class by themselves, but how many reasons, aside from the many advantages they afford over all other arrangements? Ordinarily, the reason a salesman wants to sell his goods is so purely personal, so self-interested, that it repels the prospective buyer.

Now, of course, you all know of strong reasons from his viewpoint, but, just to start the ball rolling, a few in the buyer's favor, which he thinks or sees, are listed below and every salesman who can think of more will do the Boomer a favor by sending them in.

First of all, the reason he should buy of you is because you understand your business. You have greater experience or more extensive knowledge than others? Better acquaintance with the proposition? You can give the very latest and best that is made! You can show why the outfit you are suggesting is superior to the one he thinks he wants!

Your firm is so well known for reliableness that he is perfectly safe in buying from you. They have for years made their word as good as a Government Bond and the community has endorsed them.

You equip your customers with care and expert knowledge of the requirements of proper outfit.

The best people of the community use your goods. Use this argument carefully so as not to make invidious comparisons—people of limited means are always more or less sensitive.

Your line is most complete. Say it in a way that will not repel a man who only wants a transfer pump or two-way nozzle, or say it so impressively to "Charley Boy," who is looking for it, that there is not a vestige of a doubt in his mind that your firm is the only place from which to buy.

The elderly gentleman is also often impressed with bigness so you can use this with him. But for a level, hard-headed business man, you simply want to "show him," leaving it to him to reason for himself that your firm is *the place*.

The buyer is combating you with the strongest argument on earth—his self-interest—and you must take his own weapons and use them as your own.

How many more can you think of, outside of the advantages of the equipments? Let's hear them.

* * *

When you visit Toronto take a look at that 94 point public garage system the Canucks just sold.

* * *

K. F. Hessenmueller recommended a 63 point system to a public garage and they asked him to ship it at once.

* * *

All of Bleecker's cylinders seem to be hitting all right on the store trade. Speaking of general stores, R. E. Chrono rang one up on the register for 27 points, but oh! don't mention it, S. O. Riverin piped one for 28 points, M. C. Benham 26 points, F. Rosconi 21 points and several came thru around 17 points.

* * *

A "POME"

(By Twobeer-Culosis.)

The rays of day were rising fast,
When, with uncertain steps there passed,
A merchant, with can upon his arm,
Surely in that there was no harm,
Excelsior.

Business did not grow much here
Only Friends came who lived near,
He filled their can or perchance a bottle,
And drew it from his tank by throttle,
Excelsior.

The shades of night were falling fast,
His friends tip toed as they walked past,
The gasolene tank we always frown on
Just let loose—they laid him down on
Excelsior.

HAVE YOU NOTICED?

(Tune—"Merry Widow")

Selling tanks has surely taught us
That the time is here,
They'll buy Pumps and also Cabinets
If you explain them clear.
Talk to them of gallon-meters,
Filters and the rest,
They all know the Bowser—
And they want the best.

* * *

We received the following from W. R. Hance,
Manager Canadian Branch:

Pleased to announce that our Canadian Prize
Contest for the month of April resulted in Mr.
J. W. Merickel winning first prize, Mr. E. J.
Murphy second, and Mr. A. E. Moffatt third
prize.

In reply to one of our communications to one
of our salesmen with reference to the prizes,
we are in receipt of a letter, reading in part as
follows:

"You people are making one mistake in
regard to prizes. You should offer a prize
among the married men, such as a pair of
corsets, fancy stockings, shirt waist or lady's
hat, then writing the wives describing how
nice they would look in a new \$7 shirt waist,
and I will bet you a new hat that the
married section of the force will have to
work night and day, which of course would
mean anywhere from 500 per cent. of their
quota up."

* * *

Did you ever stop to think what an advantage it is to you to get cash with the order or at least a good substantial payment on it. Just stop and think what the benefits are. To begin with the quicker the account is closed, the sooner full commission is due you, it eliminates possibility of cancellation, it protects you against unscrupulous buyers, it circumvents afterthought of perhaps discontent influenced by buttinskys, it places the transaction on a sounder business basis and more satisfactory to all concerned. A large number of our salesmen have taken the initiative in this, and it is a very good practice and profitable to the

salesman. Of course it can't be done in every sale, but you will succeed in the majority of cases after a little practice. Get the habit.

* * *

THAT'S SO, WHAT'S IN IT?

On Wednesday last, C. H. Davies was called into the office from the road and was told that we wanted a Boomer issued by July first, and that it was "up to him." This issue in five days is the result. We don't know what is in it, but feel that, with no material on hand and no preparation, Mr. Davies is entitled to congratulations for the work done. We trust that all old salesmen will be pleased to greet the Boomer as an old friend and that all new salesmen will welcome it as a tangible link between themselves, their sales offices and the management.

D. A. COREY,
General Sales Manager.

* * *

SPLENDID!

We now have a Bowser School of Salesmanship and any of the boys that care to combine business with pleasure by spending their vacations in attending our summer school have the opportunity. This school has no course which would interfere with your coming and going when you like during the vacation period. We would be glad to have all who care to take advantage of this, drop us a line as early as possible so we may know how many are coming, that we may be prepared.

* * *

DON'T FORGET THE TIME.

The office hours of the factory are 8 a. m. to 12; 1:30 p. m. to 6, except Saturdays. We mention this for your guidance in mailing, wiring or phoning urgent matters. The boys haven't always taken into consideration that we are not here Saturday afternoons, some even coming in for interviews then. Please bear this in mind as it is especially important in mailing urgent matter at week end.

* * *

STILL ANOTHER VERSION

Mary had a little lamp,
'Twas full of kerosene,
She tried to light the fire once,
Since then she's not benzine.

SELLING A "DON'T HANDLE ENOUGH" PROSPECT

(By R. E. Chrono.)

Based on the Customer's sale of 35 gallons of oil a week, delivered to his customers in 5 gallon quantities. Object, the sale of one 2-barrel, 12 gauge. Cut 42 with Meter, Filter and Siphon.

Thirty-five gallons per week equal 7 operations at 5 gallons per operation, which operation consumes 2 1-2 minutes under your present system, time saved with our machine 3 minutes per operation or 21 minutes per week or 18 hours and 12 minutes per year, which represents 1 8-10 days' labor of your clerk. You are paying your clerk \$2.00 per day in round figures, you are saving \$3.60 simply on time saved and in filling your customer's cans.

Thirty-five gallons per week equals 34 barrels per year, 34 barrels consumes 18 minutes per barrel of your clerk's time to transfer your oil from the oil barrel to your tank with your transfer pump. With this Siphon System the barrel of oil is transferred in 4 minutes without any labor, the clerk's shoulder does not ache, he is not tired from the labor of transferring the oil, he is fresh and can respond to a call on the instant without stopping to wash his hands, he can greet customers with a cheerful smile instead of sour looks because he was interrupted in his work.

This transferring of oil from the barrel to your tank represents the saving of 14 minutes per barrel or 7 hours and 56 minutes per year, an actual saving that represents practically \$1.60 of your clerk's hire or wages to say nothing of the advantage of having your customers sent away well pleased in each instance because your clerk was pleasant and courteous and not disgruntled.

The life of this system can be conservatively estimated at 35 years but let us be still more conservative and say, the system will have outlived its usefulness at the end of 20 years, in addition let us assume that you have never heretofore lost anything by evaporation, over measure or spilling and take into consideration only what you can save each year on your clerk's time and wages, \$5.20. Remember, under your present system, you are paying out or losing this \$5.20 every year. Money in this state is worth to you not less than 6 per cent., let us see then what this \$5.20 invested every year for 20 years will represent to you when the 20 years have passed. One dollar invested every year at 6 per cent for 20 years, allowing the interest to accumulate is worth \$39.00 hence your \$5.20 will be worth \$202.80, you have taken into consideration only one of your minor savings yet you are realizing this enormous profit. Shall

we go further now and see what the over measure of 1 1-2 ounces to the gallon and a minimum loss of 5 per cent. by evaporation will amount to? I warn you in advance it will be enormous and almost beyond belief yet is it nevertheless a fact that 1 1-2 ounces saved per gallon on over measure per year represents 26 1-2 gallons, this at 15 cents per gallon equals \$3.98. \$3.98 at 6 per cent. each year for 20 years amounts to \$155.22.

Now look out, your evaporation is greater than you think because you can't see it though you admit you can smell it, you can only detect it by checking your sales with your purchases and if you will so check your oil business, you will find that my figures are extremely small as compared with your actual loss. You purchase each year 1,820 gallons of oil, 5 per cent. of which goes off into the air and not into your cash drawer, as a result of sales this 5 per cent represents 91 gallons of oil or \$13.65 per year. Invest this \$13.65 as you did the other savings each year at 6 per cent. for 20 years and it amounts to \$532.35, or in other words your total savings represent to you a clear profit of \$532.35 plus \$155.22 plus \$202.80 which equals \$890.37. Does it not make you think after all the \$181.00 I ask you is an exceptionally low price for the enormous profit to be derived?

You say our price is too high, yet if you had \$381.00 in a certain bank you would never dream of telling the cashier that he need pay you no interest on it, yet this is equivalent to what you do when you spend \$22.85 per year needlessly by retaining your present system. In doing without the article I am selling you are throwing away just this much every year, reckoning the amount of interest you could get on your investment in this device it is worth at least \$381.00 instead of the low price I am asking for it, thus you see instead of making our price too high, we are charging you exactly \$200.00 less than it is worth.

* * *

Visitor—Can the lady in the next flat sing?

Tenant—No! But she does, darn her.

* * *

They do get 'em occasionally. Caskey inferred he was thinking of buying an Auto and had been working the demonstrating racket pretty successfully until some agent slipped it to him. Well, Caskey had to make good so he hustled out for a little commish, and pulled across a 325 point factory order to pay the first installment on the auto.

Motoring seems to be getting quite a fad among the boys. The Boomer would appreciate it if each salesman owning a car would have his picture taken in it and send it in. A kodak or postal picture will do.

"THE WORLD DO MOVE"

Several changes have recently taken place in our organization, which are of general interest.

Since the last issue of the Boomer, there has been created a new department, known as the General Sales Department, with D. A. Corey as Manager. All matters relative to Branch Office sales will come under the jurisdiction of this department. Fort Wayne will be known as the Fort Wayne Sales Branch with W. G. Zahrt as Sales Manager. 'This change will prove a strong link towards the perfection of our sales organization.

J. H. McConnell, who had been conducting the Western Division of the Fort Wayne Sales Department, has been appointed Division Superintendent of the Oklahoma Division, recently vacated by Mr. Rodman. Mac wanted to get into the field again, and, as he is familiar with the work, he is well qualified for the position. They're a strong bunch down there, so listen for a big "noise like orders."

Mr. H. C. Storr occupies the position vacated by Mr. McConnell and will direct the affairs of the Western Division of the Fort Wayne Sales Department. Mr. Storr has been closely connected with the Sales Department for a number of years and is intimate with its every detail, which particularly fits him for the position.

George W. Bigelow, who had been covering the factory line in New York State, has been appointed District Superintendent under the San Francisco office. His effort in the east will be greatly missed and we are sorry to lose him from this division. Mr. Bigelow is one of the "tried and true" and will be successful from the very start, as he enters with a record of past achievements which speak more for him than a bushel basketful of commendatory words.

C. M. Carpenter, who so ably conducted our affairs in St. Louis, has been placed in charge of the selling force at the Buffalo office. C. M. didn't lose any time in "getting em a-poppin'" there either.

* * *

Mr. C. E. Neff has been assigned to the superintendency of the Shreveport Division, heretofore in charge of F. M. King. Mr. Neff is one of the oldest and most successful salesmen in our employ, and is well known to all, having previously been District Superintendent of the Atlanta Division.

Mr. A. L. Byrd, who has been covering the general line in North Carolina, has been appointed District Superintendent of the Atlanta Division succeeding Mr. Neff. Mr. Byrd is well qualified for the position and will have no difficulty in "feathering the nest" for that division.

* * *

The Sales Department has long felt the need of an instructor for salesmen and to meet this demand F. M. King has been called to this position. Mr. King is well informed on tankology and in addition to the work of instructing he will collect and classify data to be published for salesmen's use.

* * *

C. B. Evans, who had been working under the Chicago Branch, has been placed in charge of the selling force at the St. Louis office. They had a cyclone in St. Louis once, that uncovered buildings. The next will be in the nature of uncovering Bowser orders.

* * *

Mr. Wm. Todd, Jr., who has been connected with our New York Office for some time, has been appointed Assistant District Manager of that office. The appointment is well deserved by Mr. Todd's efficient and faithful service.

* * *

Mr. A. W. Dorsch, who has demonstrated his sales ability in a general way, has been called to assist in the work at Kansas City for the time being.

* * *

The factory has been favored in the past week with "visitations" from the following gentlemen: E. C. Lawrence, B. N. D. Milliron, J. P. O'Neil, Geo. Rauser, W. M. Mann, O. G. Knott, J. Williamson, W. M. Pratt, Wm. Todd, Jr.

* * *

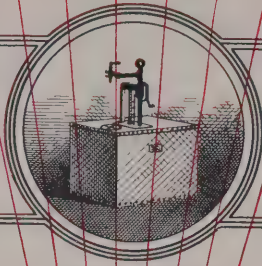
SURE

"Hello, old man, how do you find business?"
"By digging for it."

* * *

It's just as hard to continue successful as it is to become successful, so don't get arrogant.

BOWSER'S



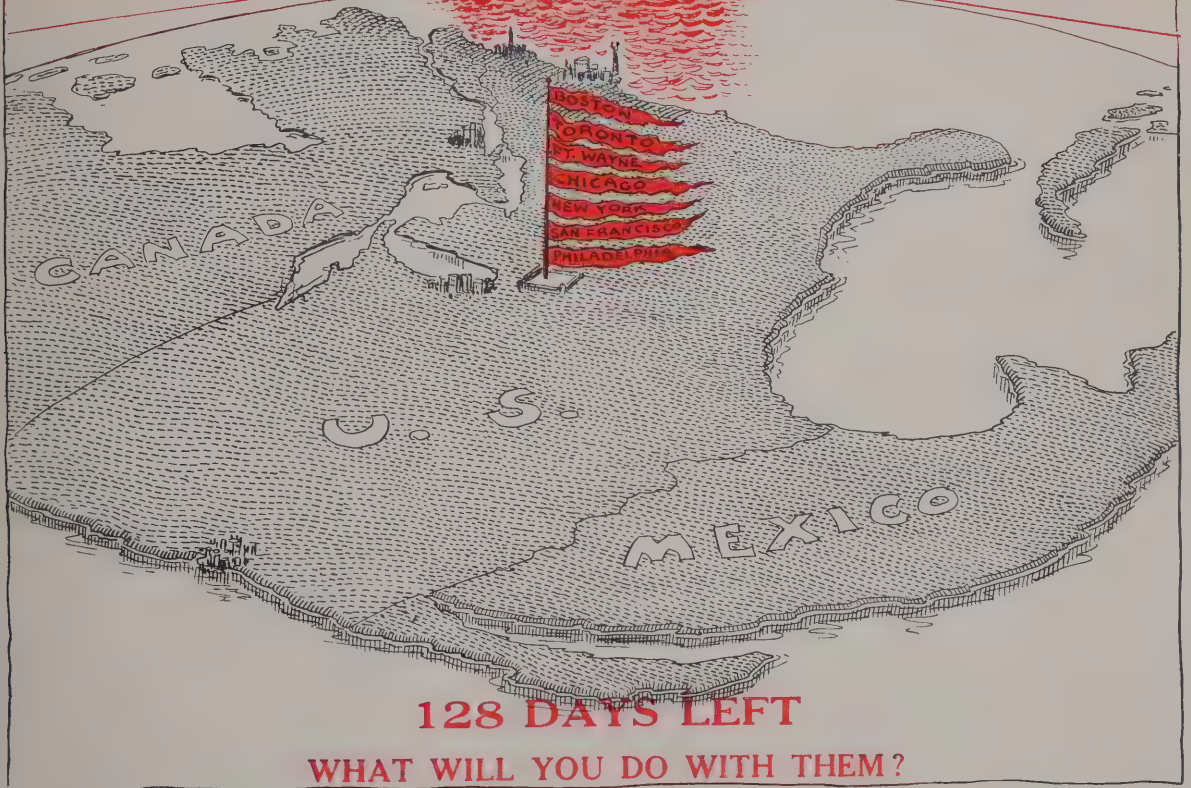
BOOMER

Vol. V

AUGUST 1, 1910

No. 2

THE
LAST HALF
OF THE YEAR



128 DAYS LEFT

WHAT WILL YOU DO WITH THEM?

As the Boomer goes to press, the Boston office is on top in the quota race ; the other offices following in the position indicated by the pennants.

SALESMEN'S CLASS STANDING

WEEK ENDING JULY 25, 1910

AA

Roberts, J. G.
 Caskey, E. M.
 Hessenmueller, K. F.
 Bird, E. R.
 Crandall, W. V.
 Heusner, G. L.
 Fitzpatrick, W. J.
 Richardson, F. H.
 Benham, M. C.
 Bleecker, H. E.
 Kennedy, W. M.
 Saunders, C. E.
 Todd, A. F.
 Johnson, R. S.
 Milliron, E. L.
 Collins, S. A.
 Dietch, J. N.
 Gumpfer, J. D.
 Schnabel, G. H.

A

Cook, F. H.
 Eggleston, C. R.
 Ladd, W. H.
 Connolly, J. F.
 McGebeny, C.
 Smith, L.
 Paquette, N.
 Riverin, S. O.
 Dorsch, A. W.
 Olson, J. C.
 Bagby, A. E.
 Homsher, J. E.
 Knoche, F. A.

B

Devereux, F. W.
 Lindsley, H.
 Smith, W. C.
 Bowen, G. E.
 Duncan, R. L.
 Merickel, J. W.
 Potter, F. C.
 Purdy, H. T.
 Hayes, E. P.
 Bentel, G. E.

C

Eichelberger, W. F.
 Parker, W. S.
 Briggs, E. H.
 Chase, D. W.
 Jordan, M. S.
 Seymour, D. J.
 Davis, J. M.
 Jenkinson, W. E.

C-CONTINUED

Dobson, H. E.
 Libby, F. J.
 MacCracken, R.
 Peeples, F. H.
 Scott, G. W.
 Weiss, J. G.
 Bolton, D. L.
 Cashman, P. F.
 Ward, D.
 Robertson, W. Y.
 Heintze, Max
 Pinkerton, J. M.
 Mann, W. M.
 Chrono, R. E.
 Sheehan, J. S.

D

Earle, H. U.
 Sibley, J. R.
 Childs, G. W.
 Laughrey, F.
 Rich, R. F.
 Stoddard, S. D.
 Ryan, D. A.
 Sherlock, R. H.
 Dalgaard, H.
 Fertig, K. H.
 Law, C. P.
 Abel, J. C.
 Ford, D. J.
 Deming, W. N.
 Harley, Geo.
 Moffat, A. E.
 Murphy, E. J.
 Byrd, F. D.
 Henderson, L.
 McCurdy, G. A.
 Smith, O. P.
 Alleman, W. D.
 Martin, F. C.
 Ginther, L. R.
 Potts, T. C.
 Reuben, G. H.
 Tucker, J. M.
 Downer, J. A.
 Hoffritz, C. W.
 Keller, J. F.

E

Ward, F. B.
 Ring, N. A.
 Romer, Geo.
 Bienenstok, E. A.
 Dix, F. M.
 Ettinger, E. C.
 Ward, Jas.

E-CONTINUED

Ward, J. C.
 Anderson, A.
 Jeavons, H. J.
 Rosconi, Nap
 McCall, W. I.
 McIntosh, R. E.
 O'Neil, J. P.
 Carpenter, C. M.
 Milliron, B. N. D.
 O'Brien, W. J.
 Dolan, E. P.
 Smith, J. T.

F

Denton, E. M.
 Quarles, G. R.
 Childs, H. D.
 Jenkinson, E. L.
 Lahon, L. H.
 Olds, F. H.
 Laverty, A.
 Thompson, R. E.
 Short, C. H.
 Evans, C. B.
 Hough, A. H.
 Van Horn, C. H.
 Dietch, H. F.
 Kelly, C. H.
 Hull, G. H.
 Carpenter, W. A.
 Englebert, E. A.
 White, J. C.
 Williams, Joe
 Womble, G. L.
 Inslee, W. D.
 McClure, R.
 Percival, A. T.

G

Bosworth, W. T.
 McCracken, J. O.
 Roberts, R.
 Widener, J. G.
 Childs, C. E.
 Reeves, Jas. E.
 Coddington, R.
 Cornell, A. B.
 Klotz, E. F.
 Walters, F. E.
 Brock, H. L.
 Hance, G. R.
 Newman, H. S.
 Thompson, O. A.
 Lee, A. D.
 Mathers, F. D.

G-CONTINUED

Cornell, Geo.
 Gaskell, W. H.
 Lang, Sidney
 Meader, L. S.
 Rahn, S. B.
 Dow, H. F.
 McIntosh, A.
 Robertson, W. R.
 Rosconi, F.
 Cashman, J. A.
 Clark, E. W.
 DuBois, J. D.
 Holbrook, A. W.
 Hunt, E. T.
 Lambert, N. P.
 Lampkin, J. H.
 Lawrence, E. C.
 Morris, F. E.
 Patterson, L. L.
 Pettit, W. F.
 Riddell, Geo.
 Stephenson, F. T.
 Stevieck, H. N.
 Stimson, J. H.
 Crockett, H. E.
 Hafner, G. W.
 Shields, D. H.
 Smith, W.
 Frierson, C. R.
 Johnson, J. E.
 Peacock, D. A.
 Sitton, J. M.
 Saunders, G. R.
 Backers, H. P.
 Ellsworth, M.
 Haselwood, B.
 Ratliff, A. G.
 Whistler, Jake
 Gordon, H. E.
 Knott, O. G.
 Medsker, J. H.
 Walker, E. P.
 Whitmore, J. H.
 Willson, C. A.
 Austin, Osey
 Purdy, J. B.
 Hyde, C. S.
 Byrd, J. F.
 Young, R. H.
 Gardner, F. J.
 Gilbert, H. W.
 Hastings, G. H.
 Nicholson, H. J.
 Rouser, Geo.
 Steger, A. H.

THE DIGNITY OF A BOWSER SALESMAN

He believes in his goods and in men.

He represents a firm, the largest of its kind in the world.

He is an exponent of quality in merchandise, accuracy in measurement and progress in methods.

He elevates the surroundings of all to whom he sells, and assists in the protection of life and property.

He is in a sense the representative of the buyer as well as the seller, and recommends only that which his customer ought to buy.

He never shrinks from an old user for the goods will vindicate him.

He seeks business only upon a basis of independence and personal dignity and has no occasion for finesse or the acts of subtle flattery.

Knowing that he gives his customers a full equivalent for their money, he need not assume a lavish expenditure for entertainment.

Conscious that there is no good trade unless good for both parties, he has and reflects that serene outlook upon the world which comes from knowing he is a benefactor to humanity. He loves his work, is loyal to the house, and develops into that broad personality we all are glad to come in contact with. True to his ideals and worthy work, he goes steadily forward in the accomplishment of duty well done.

OPPORTUNITY KNOCKS BUT ONCE

(OTHER KNOCKERS PLEASE COPY)

It is not true that opportunity knocks at your door but once. Every night if you are honest with yourself you can recall to mind an opportunity of the day which you either improved or neglected. No man can tell what great event may hinge upon a seeming trifle. An interest in a transfer pump resulted in the sale of a turpentine outfit with one of our men recently.

It too frequently happens that, in the pursuit of large objectives, we are too apt to neglect the small things in our reach by the mere turn of the hand, and which are in reality of much greater importance than we have attributed to them.

Be on the alert for every possible chance and recognize the fact that there is no question of oil storage and control too large or too small for you to handle. When you come across a

user that has an old style flat filter, don't forget that you can offer him an exchange for one of our improved centrifugal separators. When you find a No. 41 in a public garage without a gallon meter, it pays to mention the advantages of it to the user. Make the sale of an accessory at every opportunity. It not only completes the equipment but if diligently observed, it will result in the addition of a neat little sum to your totals at the end of the year which you would have otherwise lost. Remember these orders can be picked up without additional expense as you are on the ground so you see they are practically "velvet."

Take advantage of every opportunity to make a sale even if it is only a few feet of hose or a siphon. You will find they soon sum up to an appreciable amount.

Bowser's Boomer

PUBLISHED BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

AUGUST 1, 1910

Hail! Hail! the Gang's all back and we all have a smile. Hope you enjoyed your vacation.

* * *

What a good old world this is. Yet how much better it would be if every one smiled.

* * *

Vacation is over. Now let the good work go on.

* * *

The Boomer is out, which is indicative of work going on, but whether it's good—SILENCE!

* * *

See here fellows, the Boomer is yours, so you ought to come to the front with an expression of what you like, or don't like in it. No frills or lace, just a word to get a line on the stuff you want.

The talk is in danger of becoming stilted if it is all left to us. We might lecture or sermonize or discourse too freely on everything but what you are interested in therefore, to make the Boomer more interesting and more of a family or personal tete-a-tete as it were, you should do your part of the chatting.

If you don't you will be charged with contributory negligence.

* * *

Oh, fiddlesticks! You're delaying the game. To those who haven't done so why don't you guys that own cars send your pictures in as requested. We thank the boys that did, but there are one or two more to come. Will you please let us have them within the next few days? We want our file complete.

* * *

Most of our goods go to the buyer; but we do have some that go to the Cellar.

* * *

Time flies; and little wonder, when we find to kill it is the aim of half mankind.

Say, fellows, the Boss is certainly a man of leniency and patience. After that last spasm he let me try another Boomer. Guess he don't know the editor is responsible for all stuff not credited. He is certainly in the "slow to anger class," but say can't you slip me a word where the thickest underbrush and sticks are in case

—?

* * *

Harry Bowser used to be an awfully nice, quiet, unassuming fellow, but it's a fact and is quite noticeable, that since he's been married he is putting on "heirs." Now Mrs. Bowser is a most perfect lady and the Boomer will defend her to the bitter end, but somehow or other she is partly to blame.

We all know S. F. is a loving and "grand father," but in face of Harry's conduct, he now comes to the front and makes the statement he has a "grand son," even endorsing it with his own name. The Boomer will admit that Harry is grand all right, but we know someone "grander."

* * *

There is a certain locality up North where, if a drop of water falls on one side of a given point, it heads immediately for the Gulf of Mexico, and if it falls on the other side, it lands in the Hudson Bay. Now, there's a pretty definite point like that in salesmanship. You pass out the facts until you get him ready to fall; then if you hand him the close with sincerity, persistency and tact, you're pretty sure he will fall for an order, but if, at this point, you make a blunder, the tide turns and he sinks into "another call."

* * *

Gee that must have been a big cigar bill Lee had to pay on the new arrival at his home. It must have cost him—let's see, there are about 575,969 working in the factory and about 7,596,784 working in the office, counting Bechtel, Dunkelburg, Corey, Zahrt and Grosvenor; S. F. and A. Z. are so many we can't stop to count them; and then they were ten straight. Whatsay? Smoke up? Yes, believe I will throw away this pipe and try one.

* * *

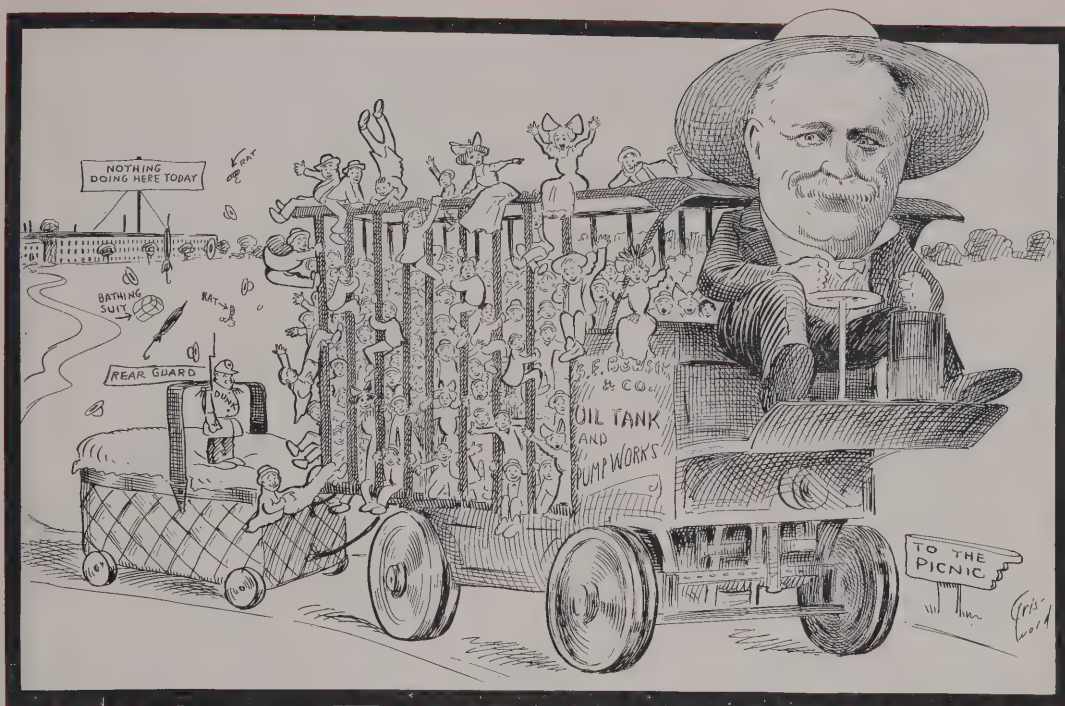
Let there be an end to the palpable falsehood that figures won't lie. ∞ ~ -

* * *

If you find yourself in a place where you must "give in," it is better to yield a chance of profit than a business principle which means not a chance, but an assurance of future profits.

* * *

Fashionable Item—Round tin tanks with holes in the bottom are said to be much worn.



OUR ANNUAL OUTING

Mr. Bowser is going to take the whole family out for another of those jolly picnics, the same as he has been doing for the last several years. We're going to Winona Lake, Friday, August 19th, the place we always go, and you bet we'll have a dandy time. Notices posted throughout the factory and office that married men are to bring their wives and kiddies, single men to bring their best girls and the girls to bring their best fellows means we'll all be there. Two special trains of about eighteen coaches each will take us there and back, so we will have the best of transportation accommodations and everything is free. A program of amusement is arranged and a most enjoyable day is assured. Of course, a staff of Boomer reporters will be on the job so that you will get a full report of the doings in the subsequent issue.

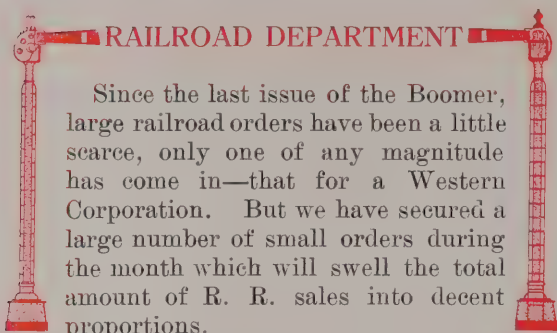
BOWSER MEN ARE REAL SALESMEN AND LIVE WIRES

A "live wire" and a "real salesman" are in the same class. No one knows when they're "up against it." They never make a "cry for help." They don't know what "worry" means; they fight it off, and their busiest hours are from 7 a. m. to 6 p. m., but they'll stick until 11 p. m. if needs be. Still they are merrily hustling after orders the next day and generally manage to land them. They may have their faults, but they're all small ones—compared to their merits. They have good hearts and if given a fair start are sure to make a winning. There's the "Piker," the "Butter-in," the "Four Flush" and the "Hot Air" friend. These four varieties are all in separate classes. The "real

salesman" is the "squarest" boy you know. He's a favorite at a 100 to 1 shot. Here's to him.

* * *

The question for each man to settle is not what he would do if he had means, time, influence and educational advantages; the question is what he will do with the things he has. The moment a young man ceases to dream or bemoan his lack of opportunities and resolutely looks his conditions in the face, and resolves to change them, he lays the cornerstone of a solid and honorable success.—Hamilton Wright Mabie.



Since the last issue of the Boomer, large railroad orders have been a little scarce, only one of any magnitude has come in—that for a Western Corporation. But we have secured a large number of small orders during the month which will swell the total amount of R. R. sales into decent proportions.

Our Western R. R. Representative, Mr. W. T. Simpson, is at present enjoying his annual vacation. Billy can never be brought to see that his life is one whole round of vacation and pleasure.

Mr. Frank T. Hyndman has had a sharp attack of rheumatism since our last issue, but we are glad to say he has entirely recovered and lost very little time on account of his trouble. Frank is an indefatigable worker and we expect he will land some very nice orders before snow flies.

The railroad business is looking very bright indeed. We have some excellent prospects in sight, which will undoubtedly mature very shortly; in fact, we have good reasons to believe we shall land more than one before the week is out.

* * *

Guess W. E. Jenkinson read the item in the last Boomer about swell private garages, alright by the looks of that 68 point order he took. Likewise T. C. Potts, he got one for 31½ points.

* * *

Say, Merickel; since we got that 57½ point general store order, those four store orders totaling 78 points look different. J. W. Merickel is one of the Canucks, you know.

* * *

No, Pat Cashman, it isn't time to sit for your picture again for fear of losing your identity as long as you can pull across 25 point general store orders.

* * *

W. V. Crandall thought he would give us something to keep us busy while he was on his vacation, so he sent in a 41½ point store order.

* * *

George Washington Scott of the New York office predicts better taxicab service in that city, after the 64¾ point order he sold there is installed—and you know what history says about G. W.

It's Colwell's first and as it only happened after R. S. moved East, we are inclined to believe T. R. gave him a straight-from-the-shoulder talk. The bunch at Fort Wayne though are kind of sore at Colwell because he came down here and didn't bring a box of cigars. The nerve of him! You had better make it two boxes next time Colwell, to kinda square it up.

* * *

HIS TANK "PUFFED UP."

"I am Mr. Phake, sir," said the obtrusive stranger, "Maker of Phake tanks."

"Ah yes," remarked Mr. Wise, "I am a BOWSER user myself, but your tank has benefited me greatly in the past."

"Glad to hear it, I ——."

"Yes, a rich uncle of mine used one and I was his sole heir."

* * *

If you stumble on an idea, grab it! Jot it down quickly before other matters crowd it from your memory. Then at your leisure, you can work it into shape. Ideas are scarce, so don't lose any of yours for want of storage.

* * *

The Dry Cleaning business has made rapid strides in recent years, great improvements have been made in machines and appliances used. Numerous cases of failure can be traced to the poorly equipped plant, for the only stock in trade a dry cleaner possesses is labor, and the best results can only be obtained by equipping his plant with the most efficient and highest grade machinery that money can purchase. In doing this he is not only in a position to turn out the highest class work but it means further, a minimum cost of maintenance and he does not suffer from delays caused by breakdowns.

* * *

Salesman F. B. Ward, of the Philadelphia office, in conjunction with W. L. Morris, one of our mechanical engineers, sold an engine room equipment last week that is in a class by itself. The order is for one of our new oil filtering systems and amounted to 212½ points. It is for the Curtis Publishing Company's new plant (printers of the Saturday Evening Post), which will be strictly modern thruout. The power plant will cost a half million. The engine bases are cast bronze, the floor of tile, etc. It is a most interesting instance and the Boomer will tell you more about it later.

PRIZE CONTEST.

In addition to the general contest, the Fort Wayne sales department is just starting a little sales contest for August, all by themselves. The Boomer saw a general letter that they are sending out to their men telling about it. They will award five prizes and the conditions are certainly interesting. We quote in part from the letter:

The question of what the prizes will be has not as yet been determined positively. They will not be of sufficient intrinsic value to allow the recipients to retire from business, but we do hope to present the winners with something that will be valued as keep-sakes and be on a par with our past performances.

First, second and third prizes will be awarded to those salesmen who make the first, second and third largest percentage of their quota for the period. We will have in the month of August exactly four and one-half weeks, figuring the working days. The percentage of quota will be based upon the percentage which the volume of business written in August represents, as compared to four and one-half times your weekly quota.

In addition to these three prizes a fourth prize will be awarded to the salesman who sells the largest amount (in money value) of accessories as listed on price sheets Nos. 235, 248 and 249. Orders for accessories only, or orders including accessories must be written at full list in order to count at full value in connection with the fourth prize. In case an order shows a concession in price the amount of concession will count against the sales of accessories.

The fifth prize will be awarded to the salesman who sells the largest percentage of 12 gauge and 3-16 tanks as against lighter gauge tanks, the volume of sales to count rather than the number of tanks. In connection with the fifth prize a salesman to be eligible must write at least 90 per cent. of his August quota.

Say, these private contest stunts seem to be getting quite fashionable among the branch

offices. The Boomer just got wind thru a wireless message by special air of a little exclusive contest the Toronto bunch pulled off. The Boomer has in its possession papers on it, which it fearlessly reproduces herewith. We have detailed special reporters on the other branches which promises some more surprising disclosures along this line.

The Toronto Branch has been conducting a monthly prize contest among the salesmen and we herewith beg to report the result of June contest as follows:

We offered three prizes to three salesmen, securing the percentage, over and above their quota. No one is eligible for a prize unless he secures his quota.

Mr. F. C. Potter secured the 1st prize, which consisted of a handsome 20-inch leather grip.

Mr. N. Rosconi was the successful contestant for the 2d prize, which was a beautiful leather travelers' companion with chamois lining.

Mr. E. J. Murphy secured the 3d prize, which was a leather collar case.

This was one of the tightest contests we have witnessed this year. Several of the boys kept coming nearer their quota every day, and were so near that it was a case of working fractions to tell which was in the lead, until the last day, Mr. Potter rushed into the office with a broad smile that told us he had something in his inside pocket anxious to reveal itself. He simply laid three orders on the table totaling 27 1-2 points, which boosted him into 1st place. The 2d and 3d prize winners were so close that a small order would have won 2d place for a 3d prize winner.

* * *

Show me the merchant who gives no thought to the little things in his business, who neglects his trade by not keeping abreast of the times, who ignores small savings because they seem too little and I'll show you a man who will have some vain regrets when he wakes up.

* * *

Say—when airships get into general use, won't there be some excitement on the road? Think of trailing a prospect thru the air and selling him on the wing!

FIRE RISKS.

The widow's cow kicked over a lantern and burned up the city of Chicago. A coal miner tossed a torch into a bundle of hay and three hundred were suffocated in the Cherry mine. What a frightful loss of life and property. Because they were individually big accidents every one knows about them. If the public only knew that the ten gallon gasoline can and the round tin tank caused an annual loss of life and property sufficiently large to be placed in the same class, how much more seriously they would consider the safe and sane storage of gasoline. The following clipping is but another addition to the year's already long record:



ed with crackers with the ordinance. The grocers pleaded guilty.

EXPLODING GASOLINE DESTROYS

Belleville Store Damaged by Fire
When 10-Gallon Can Blows Up.

Loss to stock and building estimated at \$3,000 was caused last Monday morning when a ten-gallon can of gasoline exploded in the store of Fred Faller, Belleville, Ill. The explosion occurred at 4 a. m., and woke the entire neighborhood. Mr. Faller and his family, who occupied the floor above the store, escaped. The loss is partly covered by insurance.

WANTED—A few copies of The Interstate Grocer of June 18th.

The installation of a Bowser is worth the investment from the standpoint of insurance alone, even if it's charged up to the protection of only the other part. The preceding clipping was taken from the Interstate Grocer of June 18th.

* * *

Some people poo-poo the danger of gasoline or they think although it's dangerous, an accident will never happen to them because they are careful—just as though they got an exemption certificate with every gallon they bought. To those that think it harmless, and to those that are so careful, here is a little lesson for you.

An intelligent and industrious housewife wanted to do some cleaning, so she heated a bucket of water so hot she could barely put her hands in it. Then to aid its dirt annihilating propensities, she thought she would add a half a cup of benzine to it. She was very careful to see that there was no light in the room before she entered with the benzine, but low and behold, when she added the benzine to the hot water, there was a gentle "puff" and for a second she was enveloped in flames. While it did not blister her or burn her clothing, it singed her hair. Without explaining how it happened, it happened.

* * *

It is a fact that a pound of waste lightly saturated with an equal mixture of linseed oil and benzine, will, if left on the floor, ignite in three hours by spontaneous combustion, irrespective of the temperature of the room.

* * *

This is but another evidence that ten gallons or even one gallon improperly stored is far more dangerous than ten barrels properly stored. One pint of gasoline when exposed to the air is sufficient to create two hundred and fifty cubic feet of explosive vapor. The clipping says the loss is **partly** covered by insurance. That's the way they practically all are—**partly** covered. How about the **other** part.

The lack of fear on the part of many handlers and users of volatile liquids is no doubt due to their becoming accustomed to associating with it. The old saying "Familiarity breeds contempt," explains it in fewer words. A salesman is often told, "Oh, I've handled it in the old way for ten years and never had an accident." Lucky man! How fortunate! But, will the past protect you against an acci-

dent to-day or to-morrow? Don't you know the longer you handle it the less careful you are, and because you have run the risk for ten years is all the more reason why you should adopt a safeguard and procure protection? Who are the railroaders that get killed? Not the greenhorns. No, they are too careful. It's the old hand that has been railroading for the past fifteen or twenty years. He has ceased to fear and be careful; he takes longer chances. You know the old adage about the "pitcher going to the well."

It is gratifying to note the public in general, however, are gradually coming to a realization of the immense danger in carelessness or disregard for the explosive powers or combustibility of volatile oils. This education is becoming quite general, and is even creeping into our current literature. An instance of this appears on page 38 of the Saturday Evening Post in the fourth chapter of the story, "The Competitive Nephew," by Montague Glass. For the benefit of the boys who didn't read the story, and as the point may be best appreciated that way, we are quoting in part the original as it appeared.

"Blankopf, the druggist, insisted on a new coat of paint for the interior of his stores. His landlord demurred, but finally in the middle of June, a painter's wagon stopped in front of the store, and Harris Shein, painter and decorator, alighted with two assistants. They conveyed into the store pots of white lead and cans of turpentine, gasolene and other inflammable liquids used in the removal and mixing of paints. Harris Shein was smoking a paper cigarette, and one of the assistants, profiting by his employer's example, pulled a corncob pipe from his pocket. Then after he had packed the tobacco down firmly with his finger, he drew a match across the seat of his trousers, and forthwith he began a three months' period of enforced abstinence from house painting and decorating. Simultaneously, Blankopf's plate glass window fell into the street, the horse ran away with the paint-

er's wagon, a policeman turned in a fire alarm, 3,000 children came on a run from a radius of ten blocks and Mr. Blankopf's stock in trade punctuated the cremation of his fixtures with loud explosions at uncertain intervals. In less than half an hour the entire building was gutted and when the firemen withdrew their apparatus, Mr. Blankopf searched in vain for his prescription book."

This little instance, while not an actual happening, is nevertheless what would happen under certain conditions, and most surely carries a moral.

* * *

"IS THAT YOUR BEST PRICE?"

A question so many buyers have a habit of asking and so many do it purely out of habit, often asking it after the order is signed and the purchase made.

We have only one price which is placed fair to the buyer and fair to us and as low as possible consistent with the high quality of our equipment. The most reliable firms, those handling goods of standard quality, are most invariably "One priced firms."

Fair minded people prefer dealing with concerns whose goods are plainly marked. If you buy an article because the firm offers you some sort of a discount, the chances are you will never be satisfied with your purchase, entirely apart from its quality. You will always have a sneaking suspicion that Jones or Smith got a still larger discount, which investigation frequently proves to be true. You feel that you have been sized up and worked for all you will pay. You come to the conclusion the goods were marked way above their actual value to bait you, and you cannot help wondering, even with your discount, how much water was left in the price you paid. A salesman who cuts prices, doubts himself and his goods. The salesman who counts low price first, or even second, or third among his selling points, is certainly admitting that his other selling points are weak or entirely lacking.

A New View of It.

The prospect who mentions the price as high is in fact calling attention to the proof that the equipment is a profitable purchase in view of the fact there are over a half million in use. Unless it gave big returns, hard-headed business concerns would not have paid what he calls a big price.

* * *

THE "SCRAP" HABIT.

The scrap habit is a good one to cultivate in any line, but especially so to the salesman. A particularly strong sentence or phrase in a letter, possibly a new use of some word or a new and forceful way of putting something that you may have to say every day may be discovered. Clip or note any new, strong, or forceful argument you can apply to your proposition. It will keep your language from getting into a rut and losing its force. Give it a try.

But speaking of the other scrap, which is really not a parlor subject, it was practically a universal disappointment in its result. But there's a lesson in it. Jefferies' defeat was undoubtedly due to his five years of leisure. He failed to keep in fighting trim. His muscles for stiff punches and footwork would not respond because he had not kept them limber by practice and exercise. Now a high class salesman has this same danger to guard against. He has the ability to sell goods and he knows it. For that reason he is inclined to become somewhat lax in general methods and working his territory. He may think to himself well, "I'll ease up to-day and to-morrow and clean up a few orders the balance of the week." He may rest on his oars a part of the time never putting in a full week's work because he feels that when he wants orders he can go out and get them. That may be all very well, but will it last? His dilatory methods result in not covering his trade diligently and while he is taking it easy, his prospects, because of neglect and inattention, are putting in make-shift arrangements or possibly the other fellow has slipped in or rather is forced in by the conditions and is working diligently. Pretty soon Mr. Goodsalesman finds it out and sits up and takes notice. He resolves to go over there and

give the intruder a few short arm jabs but alas, he finds conditions have changed. His strike don't hit so heavy. He can't drive his arguments home so hard as he used to. He has lost his old time ginger—too bad. But getting back to the fight; Jeffries said he was forced into the fight to prove the superiority of the white man. What nonsense! The highest type of men are known by their brain power and not by their ability to pound with their fists. The highest type of a salesman is the man who uses his brains the most and no matter how brilliant a man may be there is always room for improvement. The human brain is capable of absolute unlimited development. No tax along normal lines of thinking placed upon the brain has ever taxed the actual capacity of the mind. Take just one scientific fact; that the brain contains six hundred million cells. Now put one Bowser thought in each one of these cells and we certainly have a few talking points. But now remember that each one of these six hundred million cells is divided into several thousand of what are called molecules. And each molecule contains many millions of what are called atoms. And if you carry out the figures which finally end up in the quadrillions and sextillions of atoms, you get some faint idea of the marvelous capacity of the human mind; the most marvelous, inexhaustible, absolutely limitless engine ever created. But when you look at it that way, don't it make a fellow think how little he knows, comparatively speaking, and how much room he has in which to crowd Bowser dope.

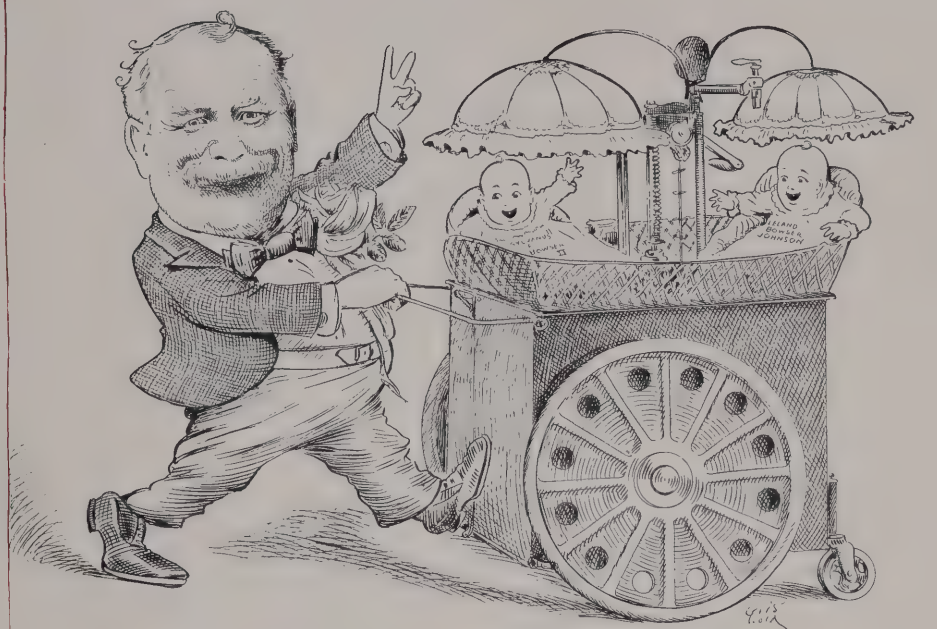
* * *

BUYING A LEMON.

It's bad enough to have the fruit of the Citrus Limonum handed to you, but when you exchange good hard simoleons for it, you deserve all you get—and then some.

* * *

The old saying that "A Dollar Saved is a Dollar Earned," may be all right, but, a dollar saved in the first cost of a cheap tank is not earned by far. The most costly dollar some merchants ever possessed is the one they did not spend for a BOWSER.



Oh! Here's the champion tanker in a role to him quite new.
He's grandad'ed two girls before, but now it's grandsons too (2).
He likes new things in home and work that's good in all life's ranks.
You see he's pleased as the picture shows—the latest thing in tanks.

The speed limit of automobiles is fixed by law, but only your own volition will determine the rapidity with which you make your quota.

* * *

Really luck is only pluck,
To try things over and over.
Patience and skill,
Courage and will,
Are the four leaves of luck's clover.

* * *

A LOST HOPE FOR A HOPELESS LOSS.

"Seen Edwin's new oil tank?" asked one villager of a neighbor Bowser user.

"I have," was the reply.

"Well, what does it look like?" asked the questioner.

"Well it looks," said the other man slowly, "like as if Edwin had taken it for an old debt."

Have you noticed that the only difference between a rut and a grave is the length and breadth? Steer clear of the rut.

* * *

SCHOOL ROOM ECHOS.

Recruit—"Are your sales running very high this year?"

Old Salesman—"High! I should say so, the last time I ran up the column of figures on reaching the top, I fell back and dislocated a joint."

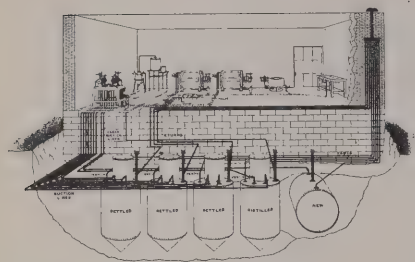
* * *

Strange is slang. After King had finished explaining a certain point, some of the students in turn said: "I catch it," "I'm on," "I tumble," "I'm next."

* * *

Salesmen—Consider the honey bee, it loitereth not, neither doth it tire, but worketh from dawn to darkness. It avoideth profitless controversy and picketh not trouble before it is ripe, but when forced it will stingeth its antagonist. With the good of the hive ever in mind it ceaselessly continueth its industry and successfully "celleth" its honey.

DRY CLEANING TALKS.



It is quite likely that to many of our new men and to possibly some of the old boys, the Dry Cleaning looks complicated and for that reason, they hesitate soliciting this

class of trade or don't go after it with the vigor and push that they should. The fact of the matter is, the line is not nearly so complicated as it may at first appear, and after you get into it, you will find that it is very interesting and very easy to handle.

Dry cleaning prospects are, perhaps, the most valuable and important you have on your list, and in practically every case, are a sure sale. You will find the D. C. prospects look upon you more as a specialist or adviser, which places the decision of arrangement, style and size largely in your control. The Bowser system, and in fact, any safe storage system is practically a new thing to the average dry cleaner, although the business itself is quite old.

Let us for a moment go back to its origination.

In 1866, a Frenchman, Mr. Judlin, laid the foundation of an entirely new industry by discovering the detergent powers of benzine and this process of cleaning, which is variously known as dry, chemical and French cleaning, has now spread over the entire civilized world.

The success of the method introduced by M. Judlin was due to the fact that it altered neither the fit nor the fashion of the garments, while wet-washing with soap not uncommonly affects one or both of them. The dry cleaning of garments is thus simple and rapid and what is more, most of the benzine used can be recovered for use again.

The full significance of chemical cleaning is steadily gaining ground and it is becoming more and more a matter of necessity to have such garments as cannot well be laundered thoroly dry cleaned from time to time.

Chemical cleaning is especially valuable to doctors and nurses and all those coming in

contact with infectious diseases, it having been proved that this process not only destroys germs in clothing, but also renders the garments treated practically immune. The phrase "dry cleaning" originated from the fact that no water is used in the process.

Thus the term "dry cleaning" is a misnomer and the real definition of dry or chemical cleaning is immersion in a liquid which dissolves fat. It may be objected that soap and soda used in ordinary washing, dissolve fats, but in this instance, it is not a case of solution pure and simple. What is dissolved is soap formed by the chemical action of alkali upon the fat and not the fat as such. Any fat that is not converted into soap is emulsified and passes away undissolved into the rinsing water. The definition of dry or chemical cleaning thus includes two points: Firstly, total immersion in a liquid, not local applications of a liquid with a sponge, the latter being merely a stain removing process and secondly that the action of the liquid must be purely solvent and must neither emulsify the fat nor alter it chemically. Although benzine and benzol are generally used as solvents, they are not the only liquids available. Ether, chloroform, acetic ether, carbon tetrachloride alcohol, could all be used for chemical cleaning. Some of these, especially carbon tetrachloride, will no doubt be much more largely used in the future than they are now. Briefly stated, dry cleaning is based upon the solvent power for grease of benzine, benzol, naptha and other solvents.

The trade may be divided into three classes, namely, the firm that does a big business and uses power machinery (in the double table pump Cut 251 class), the firm that uses power, but just does a nominal business (in the single centrifugal pump Cut 701 or 250 class) and the man that has just a small business, has no power and does the work by hand (in the Cut 47 class).

SAFETY: The strongest element that forces the Dry Cleaner's attention and the most important feature of the Bowser system is its safety, because human life must be valued above profit. Reforms of all kinds are usually brought about by a necessity and in the case of reforming the dry cleaning business, the cause is the enactment of rules and ordinances by Insurance

Underwriters and civic fire boards demanding that the risk of fire must be reduced to a minimum. With old methods, the benzine or naphtha is stored in exposed containers and carried around in open buckets, which it is needless to say, is a frightful hazard. Many have been surprisingly lax in the past and have been in the habit of working in a way that is as much against their own interest from a financial standpoint as it is against the community from the viewpoint of danger. As you are perfectly familiar with the safety of the Bowser system of underground storage and that the naphtha is transferred from one point to another thru a system of pipes, the naphtha never being exposed, further comment here is unnecessary relative to Bowser safety. You can condense or enlarge this point to suit conditions.

ECONOMY: What an attractive word to the business man, and how it does pull on the strings for action. A money saving talk is the knife that cuts all ties that bind, and the progressive business man breaks away from the old and adopts the new if **it saves him money**. No other brand of Bowser equipments can show a larger saving to the user than the D. C. line; all roads the Bowser D. C. travels leads to economy. They are so numerous, space will not permit a full development of each of the points here. The few leads mentioned, you can develop to suit yourself.

A dry cleaner must have a working quantity or certain amount of naphtha on hand at all times, say 1000 gallons. This being stored in non-evaporation proof tanks and carried from place to place in buckets, means an enormous loss thru evaporation. A firm doing that much business in the old way will use up and lose by evaporation, about 700 gallons a month, which means their yearly purchase will be about 8400 gallons. A Bowser system will actually cut this in half, which means a saving of about \$450 a year. The old method forces them to use or work a larger supply than necessary because of poor and inefficient facilities for settling the dirty gasoline. The Bowser improved settling tanks will settle the gasoline over night which means increasing the output and reducing the gasoline working supply. The less worked, the less per cent. consumed per output.

The washing with naphtha is generally done with benzine soap solution, not so much for its cleansing power, but because it prevents the generation of electricity and the passage of sparks through the vapor. This makes rinsing in naphtha necessary to remove the soap and assure cleanliness. With the old method, after the clothes have been washed, the soapy naphtha is drawn off and replaced with fresh benzine for rinsing. Where there is no system of tanks and pipes, these transfers take place in buckets with attendant evaporation and loss, filling the air with vapor.

Where they have a separate machine for rinsing, the washer is stopped and a laborer lifts them out, carries them dripping a large amount of naphtha over the floor to the extractor and rinser. Just think of the loss of naphtha and the dangerous fumes from this dripping. Think of the time and the labor. The Bowser system stops all these losses. The clothes are washed and rinsed without removing them from the washer. The clothes can be left in the washer and while in operation, the dirty naphtha drained out. Clean naphtha can then be pumped into the washer for rinsing which in turn can be drained out. Washed and rinsed with only one handling. Poor settling tanks or insufficient storage forces the cleaner to throw away dirty gasoline that could be used. Just think of this expense. Or, if he has a still, he must of necessity resort to the still before it can be used again, which process in itself consumes 20 per cent. The longer you can settle the dirty gasoline and reuse it, the more economy because when you resort to the still you not only lose a large per cent. of naphtha, but also the soap solution in the naphtha which is quite expensive. The economy in soap alone would pay a handsome dividend on the investment of a Bowser. Understand, the still is necessary, but only when the naphtha is too dirty after a thoro Bowser improved settling.

The Bowser establishes a system of doing the work by the most economical process. The naphtha can be used in any one of the machines and transferred in a few seconds to another and not returned to the settling tanks until necessary. The system gives you complete control and assures you of safety, economy and convenience.

SEPARATOR: The benzine or naphtha used for this work is generally a 66° test. The purer the better, in fact, it must be pure and free from dirt, grease and water. It must be remembered that benzine is capable of holding a slight percentage of water in solution without showing its presence. Isn't it foolish then to let it settle and fill a glass tube to see if you got it all when it is impossible to extract all of the water by settling. The only successful way is to break the water away from the naphtha by agitation after a thoro settling. The Bowser process is the only system equipped with a naphtha centrifugal separator that does this.

Damp benzine is the greatest bugbear of the dry cleaner. It means inferior work. It causes spotting, which means additional time and labor. The Bowser Centrifugal separator effectually removes all water from the new naphtha automatically, as it is pumped to the washer or rinser. Just think of this convenience and saving in time, when rushed, if you don't have to depend on the ineffectual and slow process of settling. Every cleaner knows the value of pure dry naphtha, for turning out high class work. That is what the Bowser affords you.

With the Bowser Cut 251 System, you have a pump to handle dirty naphtha and another that handles only the clean naphtha which prevents the possibility of the new naphtha being contaminated by sediment left in the pump after pumping dirty naphtha. The Bowser system has an inverted pipe header which prevents any residue from the dirty naphtha catching or remaining in the pipes to spoil the clean naphtha. The Bowser improved cone-bottom settling tank has 33% greater settling propensity than any other design, which means you can settle the gasoline one-third quicker with a Bowser than you can by any other arrangement.

Just think of the advantages a Bowser Dry Cleaning system would be to you in your business. **Summed up, what does it mean?** Safety, saving in naphtha, and insurance, greater output with less help, pure dry naphtha, better work, prompter service and increased trade, all of which means greater profits. The Bowser will enable you to get what you went into business for, with a van instead of a push cart.

Now the Dry Cleaners may try to mystify you and throw considerable secrecy about their particular process, but don't be bluffed. They have so many inquirers that want to start in the business. They will positively refuse to be quizzed, but understand they are careful simply to avoid giving out what they term

trade secrets. They may say they used a chemical system or don't use naphtha, but use ammonia. Well, when you get your feet warm to this line you can show them where their system is out of date and where it will pay them to discard it for an improved process and install a Bowser system.

While the above is not complete, it affords some strong arguments and there isn't a Bowser salesman but what can get a stiff, terse selling talk out of it, if he hasn't one. Next issue we'll give some good, strong construction arguments.

DRY CLEANING NOTES.

Collins (Calling on a Bowser D. C. user)—“Well sir, I see you have a Bowser system. How do you like it?”

Dry Cleaner—“Oh I like it fine—wouldn't be without it.”

Collins—“But tell me sir, does the system make you money?”

Dry Cleaner—“Make me money! Heavens yes, why only yesterday I found a dollar in the master strainer.”

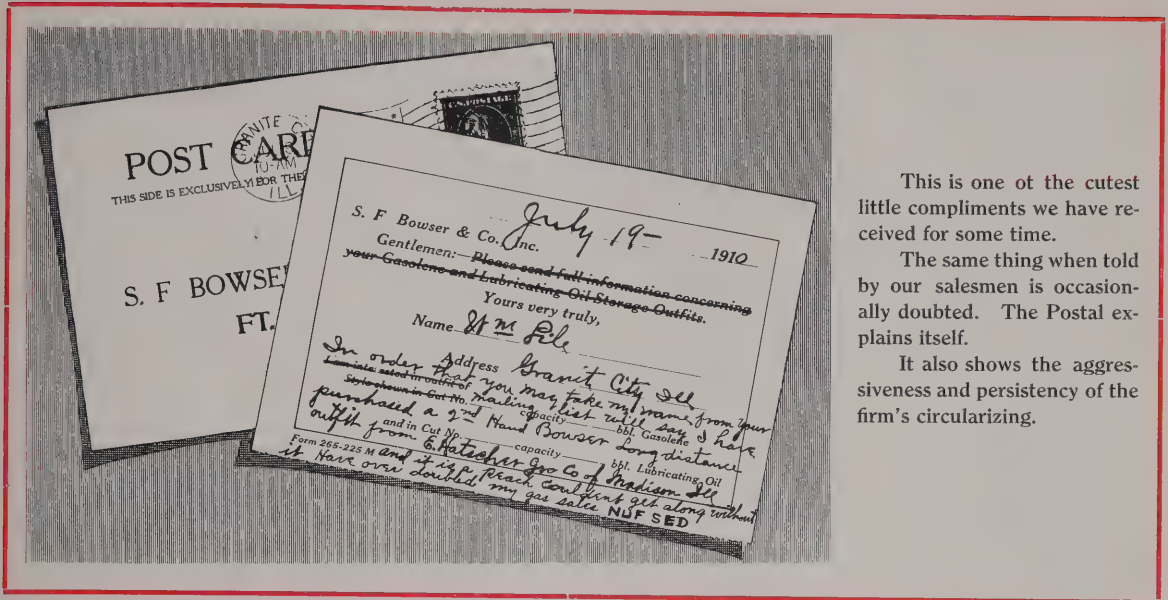
Did you ever notice that wherever a cyclone is going it generally gets there. A certain Dry Cleaner in St. Louis evidently didn't have a cyclone cellar and Evans took him up—up—up—as high as 175 points. When he got him there the fellow admitted he wanted to avoid the “alighting” part, Evans was dead sure he didn't want to come “down,” so they talked it over and Evans brought him “across.”

To help make “life worth living in Detroit,” J. N. Dietch sent them a 60 point dry cleaning equipment.

The Chicago office took a dry cleaning order which included six 1000 gallon tanks.

Oh, yes, they do dry cleaning on the Pacific coast. W. C. Smith just sold a 23 point equipment.

The Interstate Commerce Commission is to be congratulated on its action in establishing a differential between the prices of upper and lower berths on Pullman cars. Now, why not have a National Hotel Commission to investigate the manner in which hotels are conducted, prices charged, etc. Of course it will be urged that such a procedure would be illegal, but everyone who travels knows well enough that something of the sort is badly needed. It's really up to the T. P. A.—I. C. M. A.—U. C. T.'s and other such organizations. Let us hope they will attempt and succeed in such a movement.



This is one of the cutest little compliments we have received for some time.

The same thing when told by our salesmen is occasionally doubted. The Postal explains itself.

It also shows the aggressiveness and persistency of the firm's circularizing.

BOWSER SCHOOL.

The Bowser Summer school of salesmanship is being very well attended. A large number of the boys acted on the suggestion of the Boomer and spent a part of their vacation in class. The enrollment for July would be nearly duplicating the list of visitors mentioned on page 28. The appreciation of the boys is very gratifying and the July graduating class is a bunch of enthusiasts that are bound to make Bowser history.

* * *

OF COURSE THAT PRICE IS DELIVERED.

It is more the exception rather than the rule that the question of freight doesn't come up for consideration. Sometimes upon emphatically telling the buyer once that the goods are F. O. B. the Factory, no further discussion in this regard follows, but occasionally it continues a point for debate. Every salesman has his own particular methods in covering the matter, but the following may add another string to your bow.

The purchaser always pays the freight. It does not matter whether you buy a buggy, piano, or a threshing machine, the manufacturer computes the cost of his product and if it is to be sold F. O. B. destination, the freight is included in the price. Everything you buy you pay freight on for it's a part of the cost of the goods, or rather transaction, no matter whether you are buying tobacco, sugar, or any-

thing else, and it's merely a question of whether the manufacturer adds the freight charge to his price and pays the freight for you, you paying him back when you buy, or whether the goods are F. O. B. Factory and not included in the price, you paying them direct to the R. R. Co.

We list all our goods F. O. B. Factory because it is the fairest and squarest way. To have a price list including freight would mean that the freights would be prorated which would mean that the purchaser requiring only a short haul would be forced to stand a proportion of the freight on somebody else's long haul. This would be especially bad for our customers as we ship goods to all parts of the world. So our prices are strictly F. O. B. Factory, which makes them right and just to all.

* * *

EXPERT TESTIMONY.

The testimony of so-called experts is often discredited in the courts because of confiction. The expert on one side—a man of undoubted authority—will positively affirm that such-and-such results will follow such-and-such conditions. And a so-called expert on the other side may say, "so-and-so" is the case. But after all is said and done the testimony of over a half million users is pretty strong evidence. Think so?—Yes?—No?—and almost a twenty-five years' use for some.

NUPTIAL STATISTICS.

I. L. Walker will be united in marriage to Miss Eada C. Schaefer at high noon on August 8th at the home of the bride's parents in Grand Rapids, Mich. Mr. Walker is our Assistant Factory Manager and is known to most all the boys on the road as he also carried the Bowser grip for about two years before entering the factory. The Boomer joins with their many friends in extending congratulations and hearty good wishes for a long life of unalloyed happiness.

* * *

NATAL STATISTICS.

July 4th—Born to Mr. and Mrs. R. S. Colwell, a son. Mr. Colwell is Manager of our New York office.

July 17th—Born to Mr. and Mrs. Harry M. Bowser, a son. Mr. Bowser is 2d Vice President of the company.

July 24—Born to Mr. and Mrs. Leland F. Johnson, a son. Mrs. Johnson is the oldest daughter of S. F. Bowser. Mr. Johnson is manager of the factory.

The organization extends a hearty welcome to these new Bowserites, and congratulations and best wishes to the parents.

* * *

CHANGES IN OUR ORGANIZATION.

C. A. Willson, who has been connected in the office with the Fort Wayne Sales Department, has taken up road work with territory in Western Pennsylvania under District Superintendent H. C. Carpenter.

C. E. Franks, who has acted in various capacities in our General and Branch Offices and lately in the Fort Wayne Sales office, has been transferred to the Philadelphia Branch to assist in the office sales work at that point.

* * *

ACCURACY, HE USED A BOWSER.

"Your daughter's music is improving," said the professor, "The way she runs the scale is

marvelous, also her perfect measures and time."

"Just like her father," said Mrs. Newrich, "He made his money in the grocery business."

* * *

The mid-year conference of Branch Office Managers was held at the General Offices during July and lasted several days. Many very important subjects were discussed and plans were laid for a continuance of our advancement on a broader scope, which means even greater prosperity to the entire Bowser army. The meeting was attended by the officials of the home office and the following visiting branch managers:

W. R. Hance, Mgr. Canadian Branch.
E. M. Savercool, Mgr. San Francisco Branch.
A. T. Stata, Mgr. Chicago Branch.
J. G. Rodman, Mgr. Philadelphia Branch.
R. S. Colwell, Mgr. New York Branch.
H. E. Anderson, Mgr. Boston Branch.

* * *

Visitors at the factory during the past month:

Joe Williams.	J. G. Rodman.
W. D. Alleman.	C. B. Evans.
H. E. Bleecker.	J. B. Heinen.
E. M. Savercool.	E. C. Ettinger.
F. E. Morris.	A. F. Todd.
W. R. Hance.	H. W. Gilbert.
J. D. Gumper.	S. A. Collins.
R. S. Colwell.	C. S. Hyde.
F. A. Knoche.	G. Byrd.
H. E. Anderson.	A. Gustorf.
F. Brown.	F. C. Martin.
A. T. Stata.	Geo. E. Bowen.
P. H. Arden.	G. L. Potter.
John H. Bay.	L. S. Meader.
R. L. Duncan.	F. J. Gardener.
E. A. Englebert	

* * *

No salesman ought to get "cold feet" this kind of weather.

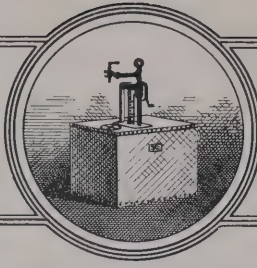
* * *

It's a fact that the man who does his best but fails, is far better than the man who tries to do nothing and succeeds.

* * *

The sun during vacation, no doubt, demonstrated the fact that all is not bliss that blisters.

BOWSER'S

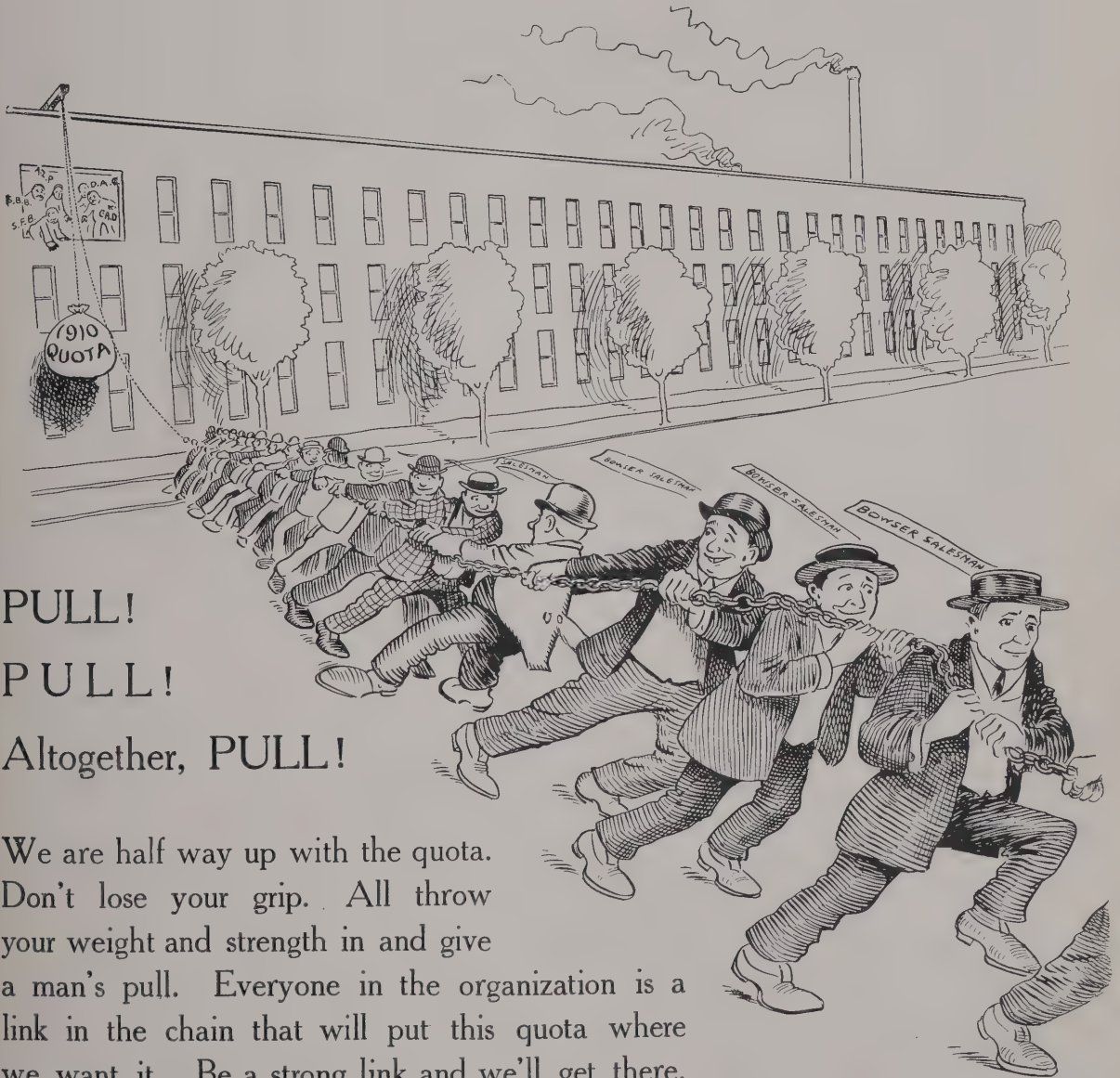


BOOMER

Vol. V

AUGUST 15, 1910

No. 3



PULL!

PULL!

Altogether, PULL!

We are half way up with the quota. Don't lose your grip. All throw your weight and strength in and give a man's pull. Everyone in the organization is a link in the chain that will put this quota where we want it. Be a strong link and we'll get there.

SALESMEN'S CLASS STANDING

WEEK ENDING AUGUST 9, 1910

AA

Johnson, R. S.
Milliron, E. L.
Bird, E. R.
Crandall, W. V.
Heusner, G. L.
Smith, W. C.
Hessenmueller, K. F.
Bleecker, H. E.
Fitzpatrick, W. J.
Richardson, F. H.
Roberts, J. G.
Collins, S. A.
Dietch, J. N.
Gumpper, J. D.
Todd, A. F.

A

Caskey, E. M.
Benham, M. C.
Kennedy, W. M.
Bagby, A. E.
McGibeny, V.
Paquette, N.
Eggleston, C. R.
Ladd, W. H.
Knoche, F. A.
Saunders, C. E.
Dorsch, A. W.

B

Olson, J. C.
Duncan, R. L.
Bentel, G. E.
Connolly, J. F.
Smith, L.
Merickel, J. W.
Potter, F. C.
Riverin, S. O.
Cook, F. H.
Devereux, F. W.
Homsher, J. E.
Schnabel, G. H.
Purdy, H. T.

C

Hayes, E. P.
Pinkerton, J. M.
Davis, J. M.
Jenkinson, W. E.
Bowen, G. E.
Cashman, P. F.
Ward, D.
Eichelberger, W. F.

C-continued

Parker, W. S.
Chrono, R. E.
Tucker, J. M.
Briggs, E. H.
Chase, D. W.
Jordan, M. S.
Seymour, D. J.
Robertson, W. Y.
Dobson, H. E.
Law, C. P.
Libby, F. J.
MacCracken, R.
Peeples, F. H.
Weiss, J. G.
Sheehan, J. S.
Heintze, Max
Lindsley, H.

D

Mann, W. M.
Reuben, G. H.
Laughrey, F.
Rich, R. F.
Romer, Geo.
Stoddard, S. D.
Sherlock, R. H.
Abel, J. C.
Ford, D. J.
Henderson, L. D.
McCurdy, G. A.
Childs, G. W.
Earle, H. U.
Sibley, J. R.
Anderson, A.
Deming, W. N.
Harley, Geo.
Moffat, A. E.
Dalgaard, H.
Scott, G. W.
Downer, J. A.
Hoffritz, C. W.

E

Ginther, L. P.
McCall, W. I.
McIntosh, R. E.
Carpenter, W. A.
Milliron, B. N. D.
O'Brien, W. J.
Potts, T. C.
Olds, F. H.
Bienenstok, E. A.
Ryan, D. A.
Ettinger, E. C.

E-continued

Ward, Jas.
Byrd, F. D.
Kelly, C. H.
Smith, O. P.
Dolan, E. P.
Smith, J. T.
Ring, N. A.
Murphy, E. J.
Fertig, K. H.
Keller, J. F.
Alleman, W. D.

F

Carpenter, C. M.
Williams, Jos.
Childs, H. D.
Jeavons, H. J.
Roseoni, Nap
Dix, F. M.
Thompson, R. E.
McClure, R.
Nicholson, H. J.
Percival, A. T.
Frierson, C. R.
Lawrence, E. C.
Van Horn, C. H.
Ellsworth, M.
Hull, G. H.
O'Neil, J. P.
Englebert, E. A.
Klotz, E. F.
Lahon, L. H.
Laverty, A.
Ward, J. C.
Denton, E. M.
Ward, F. B.

G

Bachers, H. P.
Haselwood, B.
Ratliff, A. G.
Whistler, Jake
Gordon, H. E.
Knott, O. G.
Medsker, J. H.
Walker, E. P.
Whitmore, J. H.
Willson, C. A.
Coddington, R.
Cornell, A. B.
Jenkinson, E. L.
Walters, F. E.
Brock, H. L.
Hance, G. R.
Newman, H. S.

G-continued

Thompson, O. A.
Morris, F. E.
Wagner, J. L.
Gaskell, W. H.
Dietch, H. F.
Rahn, R. B.
Meader, L. S.
Short, C. H.
Lang, S.
Hafner, G. W.
Shields, D. H.
Smith, W.
Bosworth, W. T.
Quarles, G. R.
McCracken, J. O.
Roberts, R.
Widener, J. G.
Austin, Osey
Hyde, C. S.
Purdy, J. B.
White, J. C.
Young, R. H.
Childs, C. E.
Reeves, Jas. E.
Dow, H. F.
McIntosh, A.
Robertson, W. R.
Roseoni, F.
Mathers, F. D.
Gardner, F. J.
Gilbert, H. W.
Hastings, G. H.
Inslee, W. D.
Rouser, Geo.
Steger, A. H.
Potter, G. S.
Peacock, D. A.
Sittou, J. M.
Saunders, G. R.
Cashman, J. A.
Clark, E. W.
DuBois, J. D.
Holbrook, A. W.
Hough, A. H.
Hunt, E. T.
Lambert, N. P.
Lampkin, J. H.
Patterson, L. L.
Pettit, W. F.
Riddell, Geo.
Stephenson, F. T.
Stevick, H. N.
Stimson, J. H.

The position of a name in the different classes has no significance as to the relative standing in that particular class.



LONG, F HILLINGER, F M. STRADER, P LAIBLE, C HUNTING, P CASEY, P BECHTEL, F KING, F
 SIMINGER, 1ST BASE GOFF, MGR., 2ND BASE W. STRADER, CAPT., 3RD BASE ROLFE, S S
 JOHN RUSSELL EMMETT, MASCOT

The above shows this years line-up of our official ball team, known as the Bowser Grays. The team is composed of both office and factory employees and is one of the strongest amateur teams in the vicinity, having only lost three games this season. The firm generously supports the team and this year it secured for them a diamond of their own and also built a grandstand which you get a glimpse of in the picture. They play every Saturday afternoon and the games are attended by a large per cent of the force and their friends, and it is only sickness or absence from the city that keeps Mr. Bowser, Harry and other officials, who enjoy the sport, away from the games. The team is a source of much interest and pleasure to all.

BE A WINNER.

¶ The salesman who grips tighter when others would relax,

¶ Who becomes firmer when others would weaken,

¶ Who advances when others would retreat,

¶ Who pushes ahead when facing obstacles and difficulties, has the grit that makes winners,

¶ If you've struck a rough spot, clinch your fists and cut through it.

¶ If your last week's sales were not high don't falter, dig in harder.

¶ Bring on your resourcefulness and determination, with them you are an invincible force.

¶ The most prosperous year in Bowser history is at its meridian. Share it.

¶ Put forth the best that's in you and

BE A WINNER

Bowser's Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

AUGUST 15, 1910

Commencing with this number the Boomer will hereafter be issued semi-monthly. In this change, the Boomer is not influenced by any mercenary designs upon its subscribers as the subscription price will not be doubled or even increased 50 per cent. We figure the increased revenue from our advertisers will amply cover the additional expense and enable our publication to still maintain its exceedingly high standard ———— of indebtedness on the investment.

* * *

The close of the vacation found the Bowser organization fully equipped, happy and alert, ready and eager to resume the combat for a new record. Shoulder to shoulder the Bowser army is assailing the quota and aligned at all points of vantage, ready to scoop in the business. Fortified by faith in the product, inspired by the success of the past, influenced by hearty co-operation, the Bowser force is bound to distance all records.

* * *

W. C. Smith, of Seattle, wrote Mr. Savercool that he was going on his vacation, but before doing so would send in enough business to make a carload shipment. In two days he wired in 120 points and enough followed by mail to fill a car. We are billing it through to Seattle. Well, W. C., that's certainly making good.

* * *

The key to Mr. Olson's success is disclosed by the following note just received:

C. H. DAVIES,
Editor Bowser Boomer, Fort Wayne, Ind.:
Dear Sir:—Have not received Boomer of Aug. 1st. Has my subscription expired? If my credit is N. G. you may draw on me for the amount, but I must have the paper. I need it in my business.
With best wishes, I am,
Yours very truly,
J. C. OLSON,
Box 66, Hastings, Neb.

Upon receipt of this, the editor blew his nose with a loud R. G. Dun report and instructed the

circulation manager not to interfere with J. C.'s business. My! such an ardent reader.

* * *

A. G. Ratliff is having his auto revarnished and redecorated for the Boomer picture—but was it necessary Rat when the public don't look at the car, they look at you—Honk! Honk! Keep to the right there you lobster, here comes a Bowser man.

* * *

Why did the quota-lead go to Canada?
Because that's the place To-ron-to. (so?)

* * *

Some nice open territory for the "right" parties (high flyers preferred), selling exclusive government permits for the Bowser Areoplane Filling stations. Also permits covering other lines.

* * *

Guess Zahrt will have to get a map of the heavens—but how in the world will he arrange territorial lines—and tack where the salesmen are. Won't he be up in the air?

* * *

Speaking of Private Garage orders, a look in the book shows F. H. Cook just recently took a prospect to some quiet nook and out of him shook 26 points. I guess that's "double-O.-K.-ing" it some. H. S. Brock did the same thing for 22 1-2 points.

* * *

N. A. Ring, rang a ringer, a general store dinger for 25 1-2 points.

* * *

J. Theo. Smith also passed one through for 21 3-4 points.

* * *

D. E. Walter let a grocer off on even figures, 20 points.

* * *

Our old friend Romer told a grocer all about it and came away with 19 3-4 points.

* * *

Will one Abbey Anderson, of Toronto, kindly explain to the jury how he got that 56 point Hardware store order?

* * *

A hardware store handling paint oils is certainly a great prospect. W. V. Crandall got one for 37 points. Get the dope on them gentlemen and go after them hard.

As the junior statistician on the Boomer staff lingered near the suite of editorial rooms, he was hailed by the editor and asked why he idled so diligently?

"If you please sir," said the boy, "all work and no play is its own reward. Hence a burnt child gathers no moss."

"Hiegho," said the editor, "you have your copy book well committed, can you give me some statistics on Dry Cleaning Sales?"

"Oh, yes sir," said the lad, "but all is not half a loaf that glitters."

"Well, do they buy D. C. outfits in the South?"

"Yes indeed," he replied, "J. M. Sutton secured one for 54 points, because nine stitches in time saves casting bread upon the waters."

"But surely lad, there are other outfits South."

"Be that as it may," said the boy, "G. E. Bentle sold one for 31 1-2 points for though a cat may look at people who live in glass houses, a gift horse should not throw stones."

"Well, how about the Northwest?"

"A penny saved is soon parted," confessed the lad and W. M. Kennedy sold a 45 point D. C. order, for a friend in need is worth two in the bush."

"But is it only the old salesmen that get D. C. orders?"

"Ah sir," he murmured, "It's an ill will that is mightier than the sword, Geo. Harley got a D. C. for 41 1-2 points."

"How true," sighed the editor, "that procrastination improves each shining hour, so let us make hay while the mice will play."

* * *

J. C. W.

What does J. C. W. stand for? Well never mind. What I was going to mention is that some salesmen have so much optimism and sunshine in them that the panic-bug, the draught-bug and the gloom-bug can bite their hardest, but their nasty poison don't take effect because it is counteracted by the salesman's optimism-grit serum.

There's a Bowser "grip-grabber" traveling over in the Northwest that has enough of the genuine cheer in his system to kill all the gloom-germs in the whole state if he could cover it. The spot in which he is traveling has a draught and is so dry that the cows have

taken a vacation and even the grasshoppers have quit spitting. Now boys, to the fellow that hasn't a little storehouse of faith and grit all his own, he will fare sadly under such conditions, for the outside influence will wear on him. In the territory to which we refer, crops are estimated to yield only 30 per cent. Now that's a beautiful piece of dope to run amuck. Makes you proud you can remember it so easily. But you don't need to be. The merchants there will hand it to you as soon as you get in sight, and so it starts. What did they do in this case? If they had a friend who is hard hit, or if they know a man that has a friend that is, or if they dreamed they did, they told every drummer that called, all about it, in a "goblins-will-get-you" voice, accompanied by little "Liza-crossing-the-ice-music," so he would thoroughly enjoy trying to swallow the lump that came up in his throat. Why it got the grocery salesman and the shoe salesman, the dry goods salesman and the staple line salesman all going to their own funeral and they in turn would invite all to join in on the chorus, "Oh what a glorious thing it is to be a quitter." Lots of fun if you're promoting graveyards, but not so much for our line. So these faint-hearts went home to sit around and wait for an improvement (manly thing to do, wasn't it?). But what about this Bowser salesman? Oh, he was the kind of stuff winners are made of. Why he couldn't sing that song worth a cent. Every time he opened his mouth he was so full of confidence and perseverance that the faintest whisper of the anvil chorus was shut off. And this dear boy in his delicacy? and youth? totaled last week's sales to the amount of \$766.00. Not only once, but they have been averaging around there right along. But note this—in the face of it all, this salesman injects a little anti-cancel serum in every order he takes, which keeps him free from that pernicious pest, called cancellations.

Gentlemen, the point is this: Regardless of the crop conditions, regardless of political agitations, regardless of the territorial conditions. Go in to win. Its up to the salesman. Fight the gloom-germ. Brighten up, whirl in with strong resolutions to get the business, and **Judicious, Concentrated Work** will make you a winner. Here is an example in your own circle of what it will do under the most trying conditions. There are a number of Bowser men in this class and doing these very stunts.



To Our Salesmen,

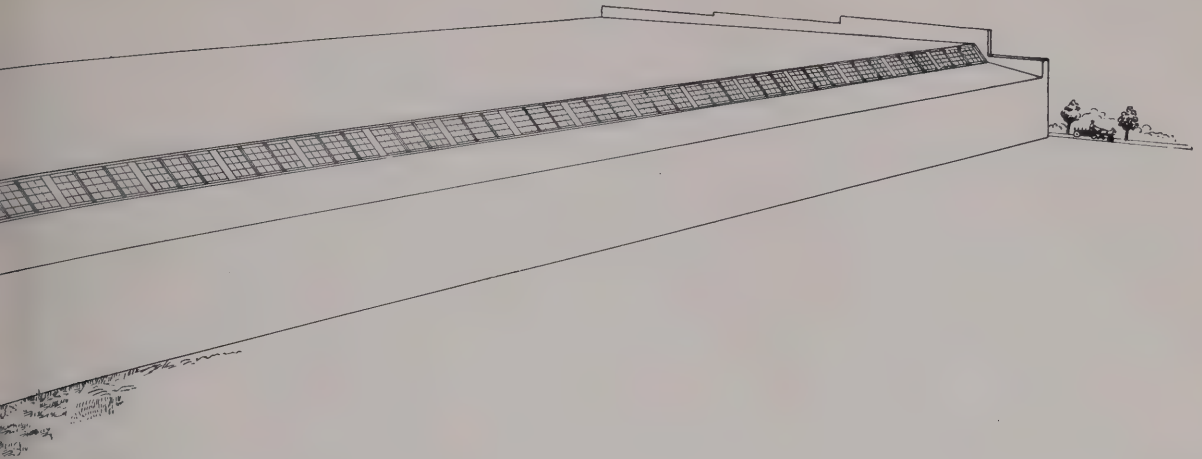
Fort Wayne, Ind., August 15, 1910.

Gentlemen:—It has been some time since I have said anything to you, for the reason that I have been feeling a little like the small boy who met with a mishap, and his mother said to him, with a great deal of sternness, "Johnny, did you do that?" and Johnny said, "Mother, I don't want to talk."

Now, I have been a good deal like Johnny. When you were here at our annual "blow-out," I told you that we had just completed our new buildings which gave us a little more than twice the room that we had six months ago, and that I was sure that we were now in position to fill your orders from stock as soon as they came in and not hold them up until we could make the goods, as we have been doing in the past. To this you gave loud and long applause. Since that time many of you have come to the factory on one occasion or another. Now, I was not looking for any of you fellows, but by chance, occasionally, I would run into some of you and then, with a broad, credulous smile, you would say "How about shipping my orders as soon as they come in?" As for the unlucky fellows who did not happen to catch me dodging in and out, many of them worked up their nerve strong enough to just come into my office and say the same thing. I want to say to you that I have been just like Johnny, I didn't want to talk because, since the first of the year, the same dragging condition has existed as existed prior to the first of the year. I suppose Johnny felt awfully mean about his predicament and, I want to tell you, I felt that way, too. But, after all, I believe I have a very acceptable excuse, and, I am sure, you will forgive me when you know the truth.

Furthermore, I am sure that if you were in convention today you would break out again in hearty, long applause when I tell you that previous to our convention, when our orders ran over forty thousand dollars a week we thought we were "going some," and only a few times did the business reach fifty thousand a week—but think of this—since the convention the business ran from forty to seventy thousand a week, and for four weeks it ran on an average of eighty thousand a week. Now, you fellows were willing to promise us big things when you were here at the convention, but the best of you never would have thought of blowing up your nerve to promise us anything like this. And this is the reason that the shipments have been tardy in going forward.

Now, to show you what this great increase amounts to: You know that we told you that we lacked \$46,000 of doing a two million dollar business last year, and that we expected to raise it to two and a half million this year; but you will certainly smile when I tell you that the present outlook indicates that this year we will do a business of two and three-quarter millions.



Now, I am sure that there is not a man in all our great sales organization but what would say that the above reasons are fully sufficient for the tardy shipments so far this year, and I am sure you are all real glad that we have been thus overrun with business, and I am sure that you would ask in the same breath "What about the future?" To this I will say that, as I told you in convention, we intended to pile up a stock to draw from and that we did, or, at least, we undertook to do it but the stock room took up so much of our valuable space that, after all, we did not have nearly the room for manufacturing that we anticipated. So, we got busy early this spring in arranging for a gigantic warehouse in which to put our stock from which we could ship our orders promptly as they came in, as was the original intention last year. And, to this end, we went across the street from the south-eastern corner of the boiler shop, and bought a large open plot of ground. Then, we went to the city and secured a franchise to cross three streets with our railroad to get to it. When all this was assured, we set about to build the great warehouse, as shown in above picture.

This warehouse is eighty-five feet wide, by three hundred feet long. This gives us something over twenty-five thousand feet of floor space. Now, from this great building, all of our goods will be shipped. No goods will be shipped out of the factory, but everything, as fast as made, will be taken over to the warehouse where we have a staff of some twenty shipping clerks and checkmen, and to this department all orders are sent for shipment as soon as they have been properly entered in the books at the main office.

Now, I will say to you again, that it is our expectation and firm belief that this great addition will put us in position to ship your orders very promptly. It is our aim to ship all orders for standard goods within two or three days after they have been received here at the office. I am sure, further, that you will readily see that we are in position to take all of the finished goods out of the factory and that this will give us a large amount of additional floor space for factory purposes, and thus having the floor free from finished goods and the additional room added after removing the storehouse from the factory building over to the new warehouse will put us in shape for turning out goods with ease and rapidity such as we have never enjoyed heretofore.

I am glad to say to you that this warehouse is just now being finished. The track is now across the street, as you see it, and the sky-lights are just being finished, all of which will be done within the next ten days. Then, the great moving act will begin, and we think within the next thirty days all goods will be shipped from the warehouse.

So, when I say to you now, roll up your sleeves and go into the fall trade with push and vigor, the same as you did the beginning of the year, and backed up with the reasons above explained, we have great confidence in saying to you that your orders will go forward promptly. Not only that, we will be in position to take care of a great increase in business. And, furthermore, we expect to do it with great ease and dispatch, as we have our forces all very much strengthened and organized to a splendid efficiency, and I am sure I voice the sentiment of the factory when I say to all our salesmen—"Come along with your business. Send it in thick and fast, we will take care of it to your satisfaction."

Now, I am sure that I have made it plain to you why we did not fill the orders promptly, I am sure that it looks reasonable to you now, as it does to us, that we will be in a position to take care of your business promptly as above stated.

Wishing you all abundant success and promising you the loyal support of our entire organization, I am, with great respect,

Yours most faithfully,

A. J. Bowser

QUOTA STANDING.

Aug. 15, 1910.

Toronto	_____
Boston	_____
Fort Wayne	_____
Chicago	_____
San Francisco	_____
New York	_____
Philadelphia	_____

Well! Well! Look who leads! There has certainly been a shake-up. But they are running awfully close. Boston is pushing hard and is only 2 1-2 per cent. behind Toronto. Fort Wayne is only 1 7-10 per cent. ahead of Chicago, and Chicago only leads Frisco by 3-5 per cent. Whew! How will they line up September 1st. Toronto, you have the inside track, but your carburetor will have to be working right to keep it. Fort Wayne, if all your engines don't keep hitting you will lose that seat in third place you've kept warm so long. Now, Philadelphia, fill up the lubricators, get a good hot spark on some filtered gasoline and pass 'em at the curve. It's a case all around of Hustle! Hustle! Hustle!

* * *



RAILROAD DEPARTMENT.

Mr. Klotz, railroad representative of the San Francisco staff, favored us with a nice order from a Nevada railroad last week.

Our congenial western representative Mr. Simpson, has disposed of his residence at Detroit and will shortly move to Chicago. The change is a good one for all concerned, more especially for Billy, as it will enable him to see his family a little oftener and incidentally enjoy a ride with his wife in their new "Electric" in the beautiful suburbs of the Windy City.

Billy has enjoyed his vacation immensely and is once more in harness, leaving early this week en route to Missouri, Wisconsin and Manitoba. We expect to hear from him very shortly, prospects being good.

Our friend Hyndman is too busy even to think of vacation, at any rate until some eastern proposals will permit him to do so. Then he will hike to Akron, Ohio, and enjoy a much needed rest in that beautiful city with his wife and family.

LUBRICATION.

Every little while, all of us discover that we have been slightly mixed at times in our **estimates** of men and things. For instance, we all know that wherever lubricating oil is used they should have a lubricating cabinet, but because some of the boys haven't the right **estimate** of its importance, the matter is merely mentioned instead of pushed. Or, they **estimate** that the customer if he has bot a gasoline equipment has spent all he will at that time or it may be he **estimates** that he will urge the lubricating cabinet on his next call.

The storage of lubricating oil deserves as much attention from the standpoint of purity and cleanliness as the storage of gasoline does from the standpoint of safety. That it is possible to ruin a motor car in two hours by lack of lubricating may seem improbable to many, but a dealer who studied the problem of keeping the mechanism in perfect running order made the assertion and advanced a brief argument of substantiation.

The object of lubricating is to prevent friction and wear by interposing a film of oil between the two bearing surfaces and thus prevent actual metal to metal contact.

A piece of metal perfectly machined when examined by the unaided eye, the surface has an extremely smooth appearance, but, with the aid of a powerful glass, a rough condition of the surface is revealed. If two such surfaces are rubbed together, these irregularities will be ground off as the result of friction and this wearing away process soon consumes the bearing.

It is thus readily seen how essential proper lubricating is, and why the oil should be properly stored and maintained in prime condition so that the oil film between the bearings is always even and without breaks.

The oil should be kept in an evaporation-proof tank, as the escape of gases or evaporation impairs the ingredient or constituency, technically termed Viscosity. Exposed oil, in addition to giving poor lubricating, smokes and carbonizes the engine.

Of course, it should be kept entirely free from dirt and grit, as dust in the oil will promote rather than retard the wearing of the bearings. One grain of sand dropped into the engines would be ground to "smithereens" in a jiffy, but if you continue dropping them in, you would soon have more smithreens than horse-power.

Some of our men calling on factories while securing good business for gasolene equipments are losing orders for lubricating outfits purely by default.

The very smallest factory is a P. P. for at least one lubricating cabinet, altho the manager or foreman may say our consumption of oil is too small to consider the proposition..

To get this business you must be right there ready for him with some interesting argument. After you get him to discussing it, you can show him it will pay and you'll get the business.

One of our successful salesmen never sees the purchasing agent until he has had an interview with the shop superintendent whom he regards as "the power behind the throne."

Now, gentlemen, you haven't given your customer a square deal, unless you impress upon him the importance of your lubricating proposition. We have an exceptionally nice line of lubricating cabinets to pick and choose from, and you are in a position to please him both as to the outfit and price.

* * *

The following was handed to us by H. C. Carpenter. Now whether he is the author or not, we cannot say, but from what the Boomer knows about H. C., we judge he is too young and unsophisticated to write such stuff. His much traveling doesn't enter into it; in fact it just completes his butterfly existence. Maybe he read it in the Homely Ladies Journal:

Man comes into this world without his consent, and leaves it against his will. During his stay on earth his time is spent in one continuous round of contraries and misunderstandings by the balance of the species. In his infancy he is an angel; in his boyhood he is a devil; in his manhood he is everything from a lizard up; in his duties he is a darn fool; if he raises a family he is a chump; if he raises a small check he is a thief, and the law raises the devil with him; if he is a poor man, he is a poor manager and has no sense; if he is a rich man he is dishonest, but considered smart; if he is in politics you can't place him, as he is an undesirable citizen; if he goes to church he is a hypocrite; if he stays away from church, he is a sinner and damned; if he donates to foreign missions he does it for show; if he doesn't, he is stingy and a tight wad.

When he first comes into the world everyone wants to kiss him; before he goes out they want to kick him. If he dies young, there was a great future before him; if he lives to a ripe old age, he is

simply in the way and living to save funeral expenses.

This life is a funny road, but we all like to travel it just the same.

"ONE WHO KNOWS."

* * *

JUST AS GOOD AT A LITTLE LESS.

And thereby hangs the sale. It's getting more seldom that the public bite on "cheapness," no matter how well the bait covers the hook. If the goods were worth more, doesn't it seem reasonable to the fair-minded buyer that they would ask more? Did it ever occur to you that the man selling at a "cheap price" buys "odds and ends" and "seconds" that won't stand inspection, which enables him in turn to sell at a cheap price and still make a profit? He depends on the price to sell his goods and cares as little for the quality of the material he is buying as he does for the article he makes and is selling, because his aim is to see how cheap, not how good, he can make them.

Did you ever stop to think there is as much or more profit per sale on the manufacture of cheap goods as there is on the manufacture of good goods? There is a difference in the long run. The maker of cheap goods builds his business on the sand, which lasts but a few years, while the manufacturer of quality goods, builds on the rock of Merit. His business expands and is staple, firm and lasting. The customer you hold by service and quality is bound to you—a permanent asset of your business. Accuracy, efficiency and durability have to do with quality and workmanship; safety, economy and convenience have to do with design. The Bowser incorporates them all. Slight the equipment in any one of these respects and you lessen the cost you cheapen the goods. Then again don't you think our twenty-five years' experience stands for something? Isn't it a fact that an experienced man can turn out better work than a novice? You will grant that you prefer to purchase from an expert whose product is uniformly perfect, rather than the greenhorn whose product is good, bad or indifferent and run the risk of just happening to get one of his "occasionally good."

Before you call, the man's idea about buying a storage equipment may be to see how little he can spend for a certain amount of pipes and iron; your interview enlightens him and inculcates the desire to invest in a system of storage and control that assures him of the features above mentioned. The Bowser does it. Pay less and you get less.

HE PAID THE TOLL.

Here we have held up to us, as in a mirror, the grief and anguish occasioned by the dissolution of a father of a family and the destruction of property. What a shame when the expenditure of a paltry sum in the installation of a Bowser might have prevented this disaster. Read the item!

**GASOLINE TANK EXPLODES;
G. L. KELLY LOSES LIFE**

**\$2,000 LOSS IN CLEANING AND DYE-
ING ESTABLISHMENT.**

**Victim Near Tank and Is Covered in
Flames, Causing Almost Instant
Death—H. C. Sullivan Injured.**

SPECIAL TO THE NEWS.

Fort Worth, Tex., Aug. 1.—Explosion of the gasoline tank in the Arthur Deaton cleaning and dyeing establishment, 1207 Commerce street, at 3.30 o'clock this afternoon, caused a fire loss of \$2,000 and the death of G. L. Kelley, one of the workmen. Kelley was near the tank when it exploded and he was quickly covered by a sheet of flames. H. C. Sullivan, another workman was near the door and made a rush for the open air. He escaped with badly bruised hands and arms. The department responded promptly, but the building was of wood and burned quickly. When Kelley was rescued his body was a charred mass.

It is supposed that the explosion was caused by flames and gases from the cleaning room blowing into the engine room, where they became ignited and conveyed sufficient heat to the gasoline tank to set fire to it. The only other employe in the building at the time was the engineer and the flames did not reach him. Justice Mayben held the inquest on Kelley and rendered a verdict in accordance with the facts. Deceased is survived by several children. He was about 65 years of age.

INTERFERENCE.

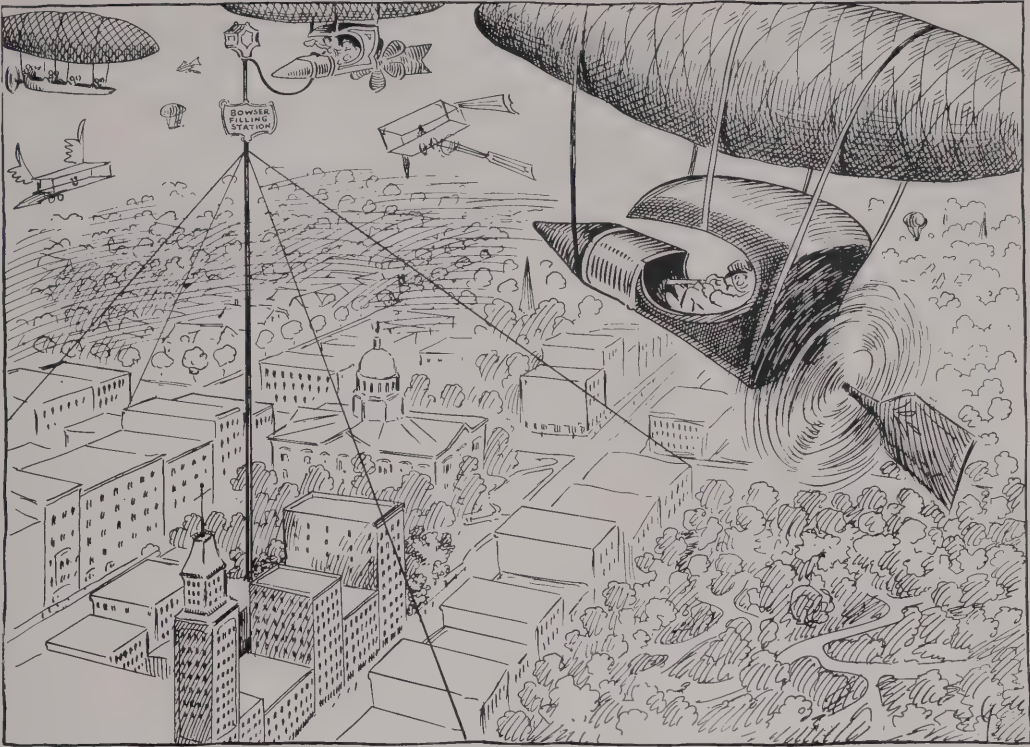
Some of our boys don't have any interference in their division worth mentioning, but to those who do, do you get nervous when you learn some other fellow is also on the job? Laugh it off. He is the one the panic is going to hit, not you. Strike out with a heart of confidence, glowing with the red blood spirit, and the victory is assured.

The folly of fear, under the circumstances, is very clearly illustrated by an experience of General U. S. Grant, when for the first time he led a regiment to meet an enemy—Colonel Thomas Harris. Grant says:

"My sensations as we approached what was supposed to be a field of battle were anything but agreeable. I had been in all the engagements in Mexico that it was possible for one person to be in, but not in command. Harris had been encamped in a creek bottom for the sake of being near water. The hills on either side extended to a considerable height. As we approached the brow of the hill, from which it was expected we could see Harris' camp, and probably find his men formed ready to meet us, my heart kept getting higher and higher until it felt to me as though it was in my throat. I would have given anything then to have been back in Illinois, but I had not the moral courage to retreat and consider what to do. I kept right on. When we reached a point from which the valley was in full view, I halted. The place where Harris had been encamped was still there, but the troops were gone. My heart resumed its place. It occurred to me at once that Harris had been as much afraid of me as I had been of him. This was a view of the situation I had never taken before, but it was one I never forgot afterwards. From that even to the close of the war, I never experienced trepidation upon confronting an enemy, though I always felt more or less anxiety. I never forgot that he had as much reason to fear my forces as I had his."

As showing how Grant practiced this attitude of self-reliance, an anecdote related by General Wilson is of great interest. On the night before Sherman began his march to the sea, he and Wilson talked long and confidentially by the camp fire. Suddenly Sherman exclaimed: "Wilson, I'm a great deal smarter man than Grant; I see things a great deal more quickly than he does; I know more about law, and history, and war, and nearly everything else than he does, but I'll tell you where he beats me, and beats the world—he don't

As days go by, similar disasters add new horrors to the total of these spectacular losses, until it surpasses imagination and becomes indescribable in its awfulness. The responsibility in part is ours, as it has fallen to our lot in life to educate the world on the Bowser safe and sane storage for the prevention of these losses. But let not your hearts be troubled. The Bowser army is rich in knowledge, long on experience and vigilant in its duties, so stop not to worry, but just do your part.



NOT A FANCY IN THE FAR DISTANCE BUT A REALITY IN THE NEAR FUTURE

The French Government has voted \$20,000 with which to begin the establishment of a system of garages for airships along the principal aerial routes of travel in France. — *Popular Mechanics*.

care a d— for what he can't see the enemy doing, and it scares me like h—!"

So here in Grant's own diary, we get the key to self-reliance—coolness and success in conquests.

* * *

HE HAD ONE QUESTION.

Every day we have visitors who wish to see how and where the famous Bowser pumps and tanks are made, and we are always pleased to show them through the factory. One warm day last week there was a very stout man in one of the tours. They were first shown all through the general offices; then through the Fort Wayne sales office building; then they were started through the factory, beginning with the machine shop and not missing a thing; even viewing the three great big steam boilers in the power plant. Consequently they followed a course much different and many times longer and farther than a tank and pump would take in the process of its construction. When the party at last reached the shop office, the stout man wiped his heated face and turned to his host, "There is one question Mr. B. that I should like to ask."

"And what is it sir."

"I should like to know if we are still in the State of Indiana."

* * *

SUMMER DULLNESS.

To be a Bowserite means to be free from that popular fallacy that all business must suffer through what is generally termed summer dullness. Summer is the optimistic time with everybody except the people who have the summer dullness delusion. Bowser business during the last several summers has proven that there is no summer dullness among the live ones. The only summer dullness that comes is what you make for yourself. There is more money in circulation in summer than at any other time of the year and money is even spent freely for luxury and pleasure. Summer is the time big improvements and betterments are made in factories and railroads, iron and coal mines are busy, and the live salesman finds great activities in all lines.

But the lack of confidence, if allowed to take root in a salesman's mind will quickly develop for him a bumper crop of summer dullness. As a salesman thinketh in his heart, so will his business be. Bowser salesmen are Business Boosters.

OPPORTUNITY FOR HIGH GRADE BOWSER GARAGE SALESMAN.

The following news item appeared in one of the daily papers. It certainly looks like a good prospect to the Boomer:

SIAM'S KING BUYS AUTO.

Ruler's Car Fitted With Lavish Idea of Royal Fitness of Things.

King Chulalongkorn of Siam is the latest royal patron of autos. He has purchased a forty-horsepower four-cylinder touring car, with specially constructed limousine body, zebra stripings and radiator cap, surmounted by a quill and ink pot biliken, typifying royal authority. Every appointment that makes for comfort, convenience and safety has been incorporated in the car.

The Boomer would like to know what style of Bowser equipment you would sell this gentleman if the firm decides on you as a special envoy to solicit this business.

* * *

BOWSER SALESMAN—PUBLIC BENEFAC-TOR.

Hugh Chalmers, says: "Whatever you really need, you pay for whether you buy or not," (and he's right). The man who needs an oil tank pays for it many times over by the time and oil it would save. The merchant who needs advertising, pays for it many times over in the trade that passes his door; the family of the man who didn't believe in life insurance pays the premiums in suffering after he is gone.

And this brings us to where we can see that in every good sale, the salesman renders to the buyer, a service which is not compensated for by the price of the article sold. Suppose all barbers refused to cut your hair, would you save the price? NO! You would pay for it in discomfort and depreciation in appearance. Suppose all clothiers and tailors refused to sell you proper winter clothing, would you save the price? Even if you put the money in the bank? No, you would pay the price many times over in displeasure and ill health.

A Bowser salesman substitutes right beliefs for false ones. He is a man with the courage of his convictions—he is one that will not take "No" for an answer. There is many a man sitting back today complacent over his success and entirely satisfied that he did it all himself, who owes that same success entirely to the fact that some good salesman couldn't hear him one time when he said "No" and stayed and made him say "Yes." To be a good salesman is to be something very much worth while,

for salesmen serve, and those who serve most, prosper most—they win.

* * *

MR. C. M. CARPENTER IN WRECK.

On August 1st, a fast passenger train on the New York Central, collided with an engine a half mile west of Criskany, killing an engineer and injuring several passengers. Our Mr. C. M. Carpenter occupied a sleeper and when the two engines struck, was thrown from his berth and so badly injured that he became unconscious and was in that condition when he reached Buffalo. He was taken to a hospital in an ambulance and the extent of his injuries could not be determined for several days. The accident was caused by a light engine that became disabled and stopped to make repairs. The fireman had started back to signal approaching trains, but he had only gone a short distance when the fast passenger came along and was so close the engineer was unable to check his speed in time to avoid the collision.

As the "Boomer" goes to press, we learn Mr. Carpenter, while not in a serious condition, suffers from a strained back and neck, and the shock. We sincerely sympathize with Mr. Carpenter in his misfortune, but the entire organization rejoices that the accident was not more serious and hopes that he will soon again be at his post Bowserizing Buffalo.

* * *

CHANGES IN THE ORGANIZATION.

F. E. Morris, who has been working in the city of St. Louis, has been transferred to the Chicago division.

J. A. Cashman has been transferred to the city of St. Louis. Mr. Cashman previously covered territory in Illinois.

Robert Fleming has been engaged as stenographer in the General Sales Department. Mr. Fleming is not entirely new to the organization as he did stenographic work at the Boston office about 6 years ago.

* * *

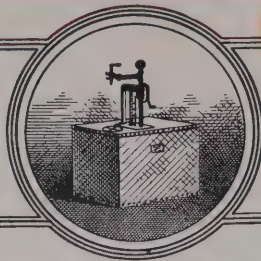
Visitors at the factory, during the past two weeks:

H. J. Nicholson.	E. T. Hunt.
W. M. Mann.	C. W. Hoffritz.
H. C. Carpenter.	C. B. Evans.
Ralph Carpenter.	J. B. Heinen.
Max Heintze.	R. S. Johnson.
J. H. Armstrong.	J. H. Stimson.
T. C. Potts.	A. W. Holbrock.
C. C. Barnett.	J. H. McConnell.
J. N. Dietch.	D. J. Ford.

E. A. Holbien,

Asst. Gen'l Mgr. S. O. C., Baltimore.

BOWSER'S



BOOMER

Vol. V

QUOTA

September 1, 1910

NUMBER

No. 4



WILL YOUR NAME BE CHISELED THERE?

SALESMEN'S CLASS STANDING

WEEK ENDING AUGUST 30, 1910

AAA

Gumpper, J. D.

AA

Johnson, R. S.
 Milliron, E. L.
 Bird, E. R.
 Benham, M. C.
 Dorsch, A. W.
 Todd, A. F.
 Heusner, G. L.
 Smith, W. C.
 Hessenmueller, K. F.
 Bleecker, H. E.
 Fitzpatrick, W. J.
 Richardson, F. H.
 Roberts, J. G.
 Collins, S. A.

A

Kennedy, W. M.
 Crandall, W. V.
 Dietch, J. N.
 Paquette, N.

B

Olson, J. C.
 Connolly, J. F.
 Smith, L.
 Merickel, J. W.
 Cook, F. H.
 Devereux, F. W.
 Schnabel, G. H.
 Caskey, E. M.
 Bagby, A. E.
 McGibeny, V.
 Eggleston, C. R.
 Ladd, W. H.
 Knoche, F. A.
 Saunders, C. E.
 Parker, W. S.

C

Duncan, R. L.
 Potter, F. C.
 Davis, J. M.
 Hayes, E. P.
 Pinkerton, J. M.
 Purdy, H. T.
 Homsher, J. E.
 Riverin, S. O.
 Bentel, G. E.
 Jenkinson, W. E.
 Bowen, G. E.
 Cashman, P. F.
 Ward, D.
 Eichelberger, W. F.
 Chrone, R. E.

C-continued

Jordan, M. S.
 Seymour, D. J.
 Dobson, H. E.
 Peeples, F. H.
 Sheehan, J. S.
 Heintze, Max
 Lindsley, H.
 Rich, R. F.
 Anderson, A.
 Jeavons, H. J.

D

Mann, W. M.
 Reuben, G. H.
 Laughrey, F.
 Tucker, J. M.
 Briggs, E. H.
 Chase, D. W.
 Smith, J. T.
 Ring, N. A.
 Robertson, W. Y.
 Murphy, E. J.
 Law, C. P.
 Libby, F. J.
 MacCracken, R.
 Ward, Jas.
 Weiss, J. G.
 Romer, Geo.
 Sherlock, R. H.
 Abel, J. C.
 Childs, G. W.
 Earle, H. U.
 Sibley, J. R.
 Deming, W. N.
 Harley, Geo.
 Moffat, A. E.
 Dalgaard, H.
 Scott, G. W.
 Downer, J. A.
 Hoffritz, C. W.
 Mason, H. W.

E

Ginther, L. P.
 Stoddard, S. D.
 Ford, D. J.
 Henderson, L. D.
 McCurdy, G. A.
 Milliron, B. N. D.
 Potts, T. C.
 Olds, F. H.
 Childs, H. D.
 Ryan, D. A.
 Ettinger, E. C.
 Farlow, J. H.
 Percival, A. T.

E-continued

Byrd, F. D.
 Fertig, K. H.
 Keller, J. F.

F

Schlesinger, M. B.
 Lawrence, E. C.
 Childs, C. E.
 Carpenter, C. M.
 Bienenstok, E. A.
 Kelly, C. H.
 Smith, O. P.
 Dolan, E. P.
 McCall, W. I.
 McIntosh, R. E.
 Carpenter, W. A.
 O'Brien, W. J.
 Alleman, W. D.
 Quarles, G. R.
 Hartgen, A. G.
 Jenkinson, E. L.
 Rosconi, Nap
 McClure, R.
 Nicholson, H. J.
 Frierson, C. R.
 Ellsworth, M.
 Ward, F. B.
 Bay, J. C.
 Laverty, A.
 Ward, J. C.
 O'Neil, J. P.
 Englebert, E. A.
 Klotz, E. F.

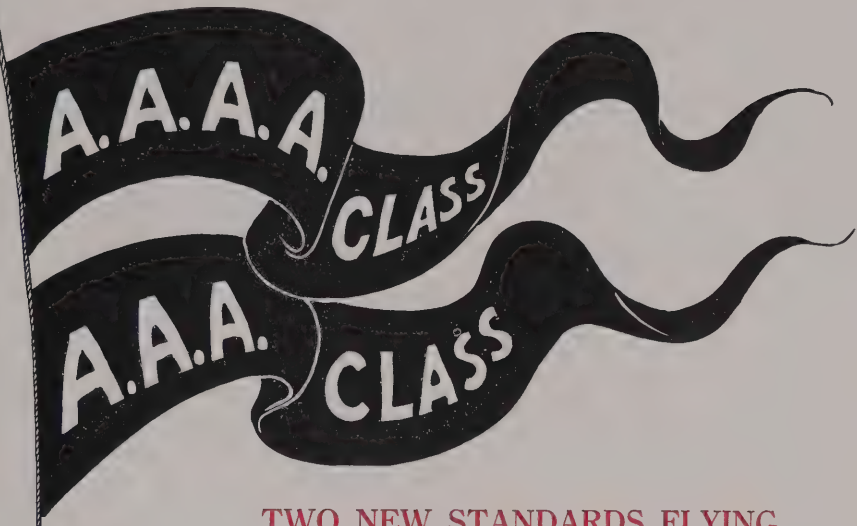
G

Morris, F. E.
 Thompson, O. A.
 Wagner, J. L.
 Gaskell, W. H.
 Dietch, H. F.
 Rahn, R. B.
 Meader, L. S.
 Short, C. H.
 Lang, S.
 Hafner, G. W.
 Shields, D. H.
 Smith, W.
 Bosworth, W. T.
 Lahon, L. H.
 Denton, E. M.
 Williams, Jos.
 Dix, F. M.
 Thompson, R. E.
 Hull, G. H.
 Van Horn, C. H.
 Bachers, H. P.

G-continued

Ratliff, A. G.
 Knott, O. G.
 Medsker, J. H.
 Walker, E. P.
 Whitmore, J. H.
 Wilson, C. A.
 Coddington, R.
 Cornell, A. B.
 Walters, F. E.
 Brock, H. L.
 Hance, G. R.
 Newman, H. S.
 McCracken, J. O.
 Roberts, R.
 Widener, J. G.
 Austin, Osey
 Hyde, C. S.
 Purdy, J. B.
 White, J. C.
 Young, R. H.
 Reeves, Jas. E.
 Dow, H. F.
 McIntosh, A.
 Robertson, W. R.
 Roseoni, F.
 Mathers, F. D.
 Gardner, F. J.
 Gilbert, H. W.
 Hastings, G. H.
 Insee, W. D.
 Steger, A. H.
 Potter, G. S.
 Peacock, D. A.
 Sitton, J. M.
 Saunders, G. R.
 Cashman, J. A.
 DuBois, J. D.
 Holbrook, A. W.
 Hough, A. H.
 Hunt, E. T.
 Lambert, N. P.
 Lampkin, J. H.
 Patterson, L. L.
 Pettit, W. F.
 Riddell, Geo.
 Stephenson, F. T.
 Stevick, H. N.
 Stimson, J. H.
 Fair, W. A.
 McComsey, W. R.
 Franklin, E. C.
 Lucus, O. G.
 Pratt, W. A.
 Gustorf, E. B.
 Long, H. G.

The position of a name in the different classes has no significance as to the relative standing in that particular class.

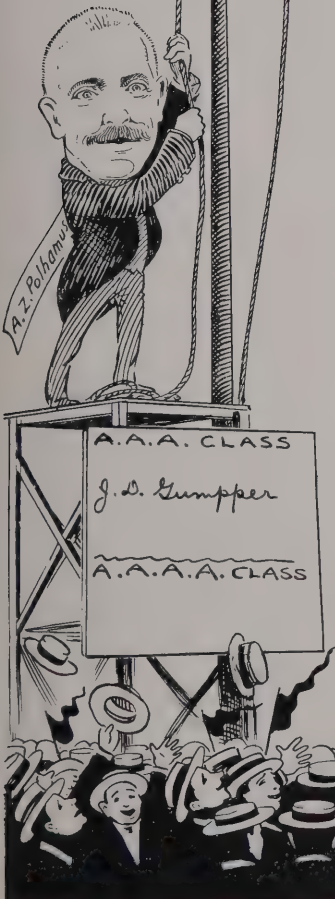


TWO NEW STANDARDS FLYING.

The selling efficiency of AA boys has proven that they are worthy to serve under more glorious colors, so our General Manager has unfurled two new Banners.

The AAA Class to include men who secure 150 per cent. of their quota—the AAAA class for those who secure 200 per cent. of their quota.

Are you in the running? Swing in with a determination to win one of these standings. Don't say "can't." Cut out the word "impossible." Take as your slogan cry, "I'll raise four A's." With confidence in you and a determination to win, a new record will be made. You are the man to do it. Push forward determinedly, aggressively, confidently and win. Strike hard, and keep striking until the bell rings. Back up your ability with faith and energetic enthusiasm and you will make a record that has never been equalled.



Bowser's Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

SEPTEMBER 1, 1910

Prithee—gentle reader, have you a “Half-Nelson” on your quota?

* * *

This is our quota number. Did you catch the cue? Of course everyone knows all our boys mind their P's and Q's. P is a frequently used letter with us also. It stands for Prospect which with Persistence and Perseverance you turn into a Purchaser who secures Protection and Profit, which makes Progress and Prosperity for your Patron and Points for you which will Pave the Path to a Prize.

* * *

This issue sounds as though we were proud of our organization and selling force doesn't it? Well, *we are*. The firm is growing marvelously and we want our men to grow bigger and greater with it. We want you to feel the bigness of your place, the brilliancy of your opportunity, your career. Expand with us, as we are building, you build also to your ability, and with such team work you will grade so high that you will be emulated by every organization in the world even as now you are emulated by so many.

* * *

One oil tainted cracker is enough to spoil a good meal, the housewife's temper and the grocer's reputation.

* * *

You never get a poor thing cheap.

* * *

A successful salesman must know his business. He must apply his knowledge—he must work, and work to the best advantage. And to work to the best advantage he must work with system.

* * *

A tin gasoline tank bot last wique,
When used but two days, sprang a lique
Someone smoked in the store
Now there's crepe on the door,
And the cause wouldn't be far to sique.

It is an honor to be in the B Class. It is indeed an honor to be in any of the A classes, but the lad that can write more business than any other man in the whole Bowser selling organization, over two hundred strong, has earned for himself a great distinction. It requires great qualities to win such renown in an aggregation of men, full of intellectual activity, of learning, and of achievement. The man that excels in such a large army of meritorious salesmen is surely a winner among winners. And that tablet is altogether a fitting place wherein to record his achievement. It will be as a chaplet of fadeless immortelles, set around about with the rarest gems to be found in the casket of human speech and kept forever as a memorial that the name herein inscribed was that of a real salesman. But what manner of man must this salesman be to secure such signal honor? The salesman that puts his name on the memorial tablet will be a man strong in determination and ability with a backing of endurance and the fortitude of a thoroughbred. It isn't a game for just sprinters—it is a Marathon race—not to be run in a series of dashes, but by one steady, nevertiring, pace. Not only making great progress, one day a week, or one week a month, but producing consistently, repeating, duplicating your gain month in and month out, never faltering, never tiring, but persistently plugging to produce the effect you seek.

Will your name be chiseled there?

* * *

Some men think that the information they do not possess is not worth having.

* * *

“I have been in business twenty years and always used measures and funnels, guess I can do without it now.” Poor man, he is content to do business as grandfather did, in an antiquated fashion, and usually his place of business shows it. Because grandfather started his fire with a flintstone and lighted his store with tallow candles should the twentieth century merchant do likewise? Because grandfather's means of transportation were stage-coach and “shanks ponies” should we refuse to avail ourselves of the present traction and rapid transports?

The merchant of to-day to keep abreast of the times must adapt himself to twentieth century methods.

* * *

A fool is wiser in his own conceit than ten men who can give a reason.

The Fort Wayne selling office conducted a contest in their division during August, in which five prizes were to be given.

This watch fob is first prize and is indeed well worth whatever effort the winner may have put forth to get it.

The pendant is a roman gold locket with a diminutive Cut 19 enameled in the center above which are the words, "We Never Sleep, G. A. B." Similar to the Bowser button. It makes a beautiful souvenir.

The other prizes are as equally acceptable and the Boomer is anxious to know who the lucky men will be to receive them.

* * *

CAN'T MAKE HEAD OR TAIL OUT OF IT.

As the Boomer Editor was passing through the Card Department, he noticed Mr. Lewis with a dogged look, entering a new card, and stopped to investigate. Upon inquiry Mr. Lewis said, "Stata, is barking up a new tree, he has just sent us an order for three Cut 501's to handle Dog Shampoo, Vermifuge and Germicide," and I don't know how to classify the "dog-gone" order.

Its up to Mr. Stata to explain whether they are for use in a canine tonsorial parlors, a dog beauty shop, or a hund hospital. We all recognize the flexibility of the Bowser system but this is stretching it about four feet.

* * *

The contest for the greatest amount of business written is certainly a very exciting one. Hess only leads Johnson by 9 points, Bob only leads Crandall by 16 points, Crandall only leads Dietch by 36 points, Dietch only leads Caskey by 59 points and Caskey leads Bleecker by 10 points. The balance are just as close together, so you see they are certainly going some. This month we have mentioned fifteen—*next issue we will only show fourteen.* I wonder whose name will be dropped.

O Traveler, who hast wandered far
Tell me where the best orders are
From the bustling East to the turbulent West
Tell me where you get orders best.

Now Pinkerton's fifty points of D. C. biz
Might say out West that there it is
But to that Dobson won't agree
For the East gave him fifty on D. C.

Then Jeavons on the Canadian side
May speak up with a patriot's pride
And showing his sixty-seven point grocery order
Say the real big biz is across the border.

Then J. Theo. Smith is simply dippy
About the State of Mississippi,
Because they're strong on auto joints
And he got one for thirty-three points.

Sure Cook will say his spots the best,
Yes, even better than all the rest,
And agree with him you perchance may;
For sixty point auto orders surely pay.

But traveler, you've made a senseless quest,
In asking where to get orders best.
Territory plays but little part
After you've learned the selling art.

From Bangor, Maine, to the Golden Gate,
From frozen North to most Southern state,
The getting of biz is all the same
To the man that knows how to play the game.

* * *

A customer neglected is a customer lost. The longer a grocer keeps his trade waiting to be served, the stronger he recommends his competitor to them.

* * *

"Time is the stuff that life is made of." Benjamin Franklin wasn't demonstrating a Bowser when he wrote those words; but his philosophy has an application to Bowser sales talk. No waste in the business world is so serious as the waste of time. A waste, not the result of idleness—the result of misdirected effort. The Bowser is a great utility in this valued service—Time Saving.

* * *

Wanted—An article on pointers for politely procuring by pleasant persistent persuasion a purely profitable proposition from a pernicious, penurious prospect precluding the use of a pickaxe.

August 29, 1910.

To All Salesmen:

This is just a personal note to each salesman, the first I have taken opportunity to address to you with the feeling that I am talking with each one individually and intimately. Many of you do not know me, and, while I would not know some of you, were we to meet unexpectedly, your face is what I know least, for your name and business record are constantly before me and our interests are mutual.

You have, of course, been paying careful attention to the statements in the Boomer, showing the Quota and Class Standings of the several Sales Offices and Salesmen, and have been making comparisons of the gains and losses of offices and individuals. You are especially interested in the standings of your own office and yourself and the quota of each.

If your own quota is in excess of 100 per cent. you are to be congratulated, and you know what the circumstances were that put it there. Keep up your record and build up to a higher point if possible.

If you have not made your quota, you, better than any one else, know why. You, too, need to "build up," but make a careful inspection and see if you have the right foundation to build on. If that is firm and sound there is no good reason why your results should be different from another's. Think this over carefully.

If your office is one of the leaders you are naturally getting satisfaction from that fact, especially if your own quota standing is equal to, or in excess of, that of your office. If your Office Standing is not up to the 100 per cent. mark, make it your personal business to put it there and "build up."

Now there is one more quota that needs your attention, and that is the quota set for the business as a whole. To keep this personal we'll call it my quota. Up to about three weeks ago this exceeded the anticipated 100 per cent., but at the present time it is 98.7 per cent. Of course, I understand that this is due to the vacation season, but that is over now and the fact remains that the quota is down and, frankly, I don't like it. I ask you to make a special effort to raise it. Business generally is good, the possibilities are greater than ever before, but a determined effort is needed to get that Quota where it should be. Orders, like other things, don't turn up in this world until somebody turns them up. Furthermore, we want to be safeguarded by having more than just enough. As a rhyming friend of mine once wrote:

"In calculating chances, always make
A due allowance for an immense break."

So I am asking you to note especially the Quotas, your own, your Office's, and mine. If you get the first two, I'll get mine. We are interested in all three. Let the effort be to "build up."

Very sincerely,

D. A. COREY,
General Sales Manager.

P. S.—Don't forget the prizes. They are well worth while. Read over the General Letters you have received regarding the Prize Contest.

* * *

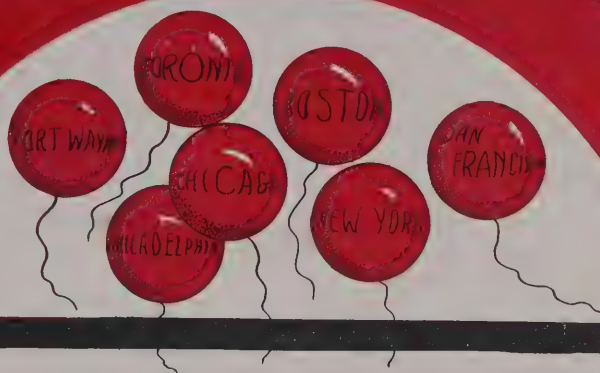
CHARACTER IN BUSINESS.

The selling of a high grade specialty has under existing conditions arrived at the point where it requires the highest class of salesmanship, hence a man of strong character.

The inner character of a man always shows itself in all the actions of his life. It influences and imbues the mind of all men with whom his business brings him in touch. It is not the object of the modern salesman to merely unload his product, but to be so mentally equipped to sell goods in a manner that will produce a satisfied customer.

To do this he must be studious and observant, absorbing the good methods of others and formulate methods for himself. This keeps him free from the rut. Every man who has achieved anything in this world has had to overcome obstacles and disappointments. They are the necessary accompaniments on the road to success.

A mind resolved to accomplish certain results will succeed if you have confidence in yourself plus perseverance. Try and try again. Learn by every setback and breakdown how to improve your methods so that you fight harder and stay longer until at last you win. As a final injunction be sure to eliminate worry from your system. Worry is simply borrowing trouble, and when you borrow you have to pay back—so that's trouble both ways. Nine-tenths of the things man worries about never happen, and by worrying over probabilities that we cannot prevent were they to happen, we are unfitting ourselves for the task of today—of the moment. Some slight disappointment or trouble causes a man to worry, he shows it in his face, in his actions. Often big opportunities are missed by worrying over trifles. Don't let a grievance linger with you. Forget it. Go your way with your head held high and keep smiling.



HANCE AND HIS BAND STILL HOLD THE BEST HAND.

They are all in a bunch. Frisco has pulled up to within one-tenth of one per cent. of Fort Wayne and is running strong. It is a struggle among top-notchers for the top notch. Get the right focus and concentrate your efforts. You may get knocked out for a time—the best of men do—but it doesn't count as long as you do not stay out. Get up again, take a fresh hold and go at it harder than ever with renewed energy and determination. The opposition will uncover your real strength and resources. Remember, September is generally a record breaking month.

Travelers in the field, back your respective managers up with every pound of energy and every ounce of enthusiasm you can bring to bear to make your branch lead.

Success is simply doing a little more than is expected of you. Will you do it?



TANKS VS. TANKS.

It takes good steel to make good tanks. It takes more than just good steel. It takes good steel plus knowledge by experience, wisdom for design, best tools and improved machinery for construction and skill for workmanship.

In the manufacture of steel many different grades are made, too numerous to mention. Those entering more generally in the manufacture of plates, sheets and structural shape are known as Open-Hearth, Bessemer and Flange Steel.

The material and workmanship entering into the construction of the Bowser product is the best possible to secure. Our standard specifications printed in our proposals leave no loophole for anything but the best. It refers principally to our large type, "C" Tanks, ranging in thickness from 3-16 to 3-8 inch, or heavier, and reads as follows:

Material—The plates used in the construction of the tanks will be to specifications adopted by the Association of American Steel Manufacturers for special Open-Hearth Soft Steel, viz: Ultimate strength, 45,000 to 55,000 pounds per square inch. Elastic limit, not less than one-half the ultimate strength. Elongation, 28 per cent. Cold and quench bends, 180 degrees flat on itself without fracture on outside of bent portion.

The above is Greek to one not versed in the manufacture of steel and a technical explanation would be just as confusing. The practical definitions are as follows:

Open-Hearth, or, as it is more commonly called, "Tank" steel, is the grade generally used for tanks. It derives its name from the process by which it is made, viz: By melting together proper quantities of pig iron, wrought iron, and scrap, in such proportions as the requirements demand, on the hearth or flame of a shallow furnace, puddling or stirring it to work it into plates and sheets.

The Bessemer Process, by which structural shape, bars, etc., are usually made, consists of burning out the carbon and other compositions of crude pig iron, by blowing finely divided air currents through the molten metal. This process is conducted in a pear-shaped vessel called a converter. The steel made by the Open-Hearth process is more uniform and reliable than by the Bessemer process. The Bessemer is the cheaper material of the two and is the steel used for most construction work.

Flange Steel is a better quality of steel than either of the above described, having a higher ultimate strength and a corresponding increase

in its other properties. This grade of steel is one used for tanks that are required to withstand excessive pressure. For general purposes Open-Hearth steel is more desirable.

Our specifications further describe certain physical properties of the steel, viz: Ultimate Strength, Elastic Limit, Elongation, Cold and Quench Bends, etc. These different properties are determined by means of tests made upon a sample bar of the metal, by which its different qualities are exactly ascertained.

Ultimate Strength: By Ultimate or Tensile Strength is meant the force required to tear it asunder, the test bar being subjected to a powerful movement by an ingenious device known as a testing machine, the power thus required being accurately recorded.

Elastic Limit: The Elastic Limit or Ductility is its inherent property of recovering its former length or, readily returning to its previous condition, similar to a rubber band, which, when stretched, will return to its original limit.

Elongation: The Elongation test is made upon a bar 8 inches long, and if it is of the proper composition it will elongate 28 per cent. of its length before it breaks.

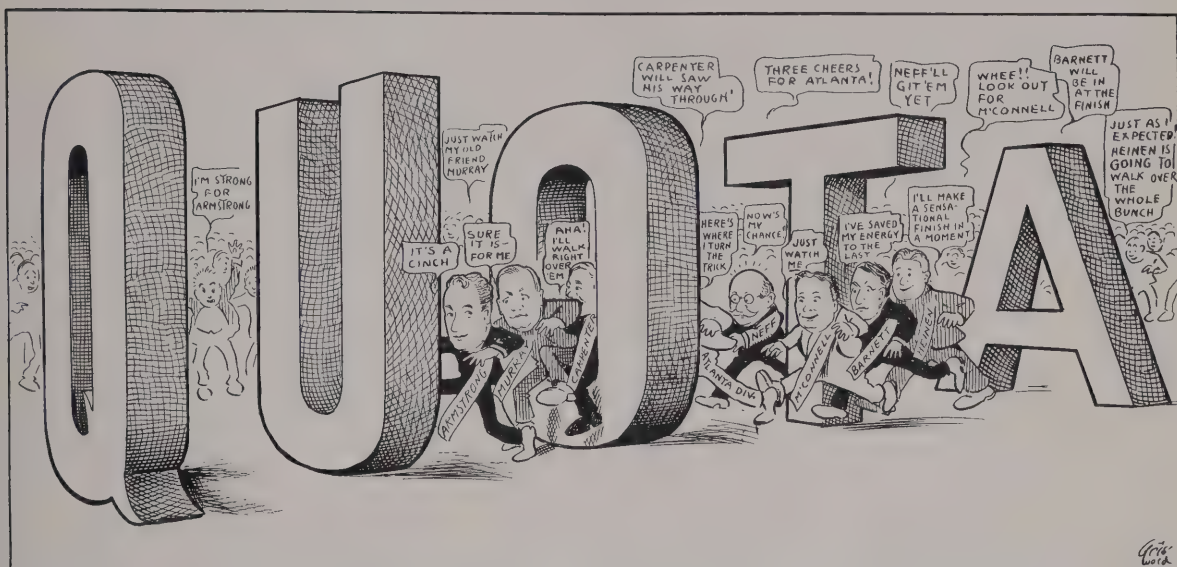
(Note)—In addition to the above requirements, the bar must be capable of bending 180 degrees, or flat upon itself, without sign of fracture on outside of bent portion. This test is made both when the bar is cold and when hot, quenched in cold water.

The item of labor represents the larger part of the cost of a tank. The only way, therefore, to lower the cost of a tank is to reduce the labor item. Any business man will see that this can only be accomplished by the employment of unskilled labor, or by inferior workmanship in the construction of the tank.

The Union Pacific Railroad Company, Pennsylvania, Lake Shore, Grand Trunk, and many others who have their own shops for building tanks, came to Bowser & Company for their tanks. Why? Because a tank built for the storage of oils requires more care, skill and attention in its construction than a tank built for less penetrative liquids. Just look at the class of Bowser users:

National Cash Register
U. S. Navy Yards
Westinghouse Works
Park-Davis Chemical Co.
The Glidden Varnish Works

As well as the largest shoe factories, auto factories and in fact, the representative firms in all lines. Their experience and judgment is pretty good, isn't it? The opinions of such keen, shrewd business men is certainly pretty good advice.



THE PRESENT LINEUP OF THE DISTRICT SUPERINTENDENT'S RACE

Did you fully appreciate what that immense new warehouse means to us? Great things have come to pass affecting our business and prosperity. We have long since ceased to be a provincial concern and have become a recognized authority on oil storage everywhere.

Great is Bowser, his product and his army, the work the company has already completed, the history it has written; the possibilities it has opened for increased trade; the position it holds in the esteem and confidence of the commercial world; its square and generous policies; its steadfast devotion to a product of quality has earned for it and received the confidence and approval of the world.

Think what this means. Here is an organization of proven worth, recognized merit and of great prosperity. You are that company in your particular field to all intents and purposes. What are you doing with these implements of trade? Go forth imbued with the Bowser spirit and assail your quota. You are a co-partner in proportion to your efforts. Flourish with us as we forge on to records brighter bigger and grander than ever.

Now is the time.

* * *

Visitors at the factory in the past two weeks:

C. A. Wilson.	G. D. Fensler.
Grant Whitlesey.	Earl King.
R. S. Colwell.	N. W. Collard.
Norman Pabst.	H. J. Nickolson.
J. H. Armstrong.	F. C. Ferris.
Geo. H. Hastings.	

It is not very often that you find a real salesman behind a counter and more seldom that you ever find them behind a lunch counter, but if you ever want to see a real salesman behind a lunch counter, stop off at the Union Station at Dayton and buy a lunch. The writer had occasion to change cars there recently and stepped in to get a ham sandwich and a cup of coffee. I sat down on one of the stools and told the clerk positively that I wanted a ham sandwich and a cup of coffee. He politely replied: "Yes sir, but we also have some nice veal sandwiches and young chicken just fried." He went on to describe some other palatable things that he had, ending up with home-made pies that fairly made your mouth water. The result was instead of spending 10c for a ham sandwich and a cup of coffee, the lunch cost 85c. While I was at the lunch counter, I noticed his tactics with other customers, they were all along the same line and it was surprising how successful he was and how pleased his customers were with the treatment he gave them. He was a thorough salesman no doubt and rendered to his patrons a service more than simply food, as he put them in good humor and they left with contentment and satisfaction. Of course I paid more, but I received more and it was worth more, I was better satisfied.

Bowser salesmen practically follow these same tactics when they supply a man with a cut 41 that asks for a cut 123. Are you selling ham sandwiches to the prospects you might be selling chicken?

RAILROAD DEPARTMENT.

Mr. Edward H. Barnes has entered the employ of the firm in the capacity of R. R. Rept. for the south. His territory embraces Carolinas, Kentucky, Tennessee, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana and Texas. Mr. Barnes is an old railroader, having been with the Southern Railway in the Operating Department for many years, later engaging in the supply business, and for the last few years has been identified with the Bass Foundry & Machine Co., of Fort Wayne, Indiana. Mr. Barnes has a wide acquaintance among railroad officials and supply men.

Our Western Railroad Representative, Mr. W. T. Simpson, is having a few days' vacation this week, which he will use in moving his household effects to LaGrange, Ill., where he will make his future home.

Our genial Eastern Railroad man, F. T. Hyndman, is taking a much needed rest with his family at Akron, Ohio. He will again be in harness after Labor Day.

We received quite a nice order from the Canadian Northern Railway of Winnipeg since our last issue, together with several small orders which are nevertheless welcome.

* * *

The Third Annual Convention of the National Dry Cleaners' Association was held at Chicago during August 22d to 25th. The headquarters were at the LaSalle Hotel, which provided both Convention Hall and Exhibit room.

We had a complete 6 tank dry cleaning system on exhibit which created considerable interest. The system was the same as shown in the new D. C. folder called "A Dollar in the Button Trap," and was working and demonstrations were made with water.

The exhibit was in charge of Mgr. A. T. Stata, who was assisted by his corps of Chicago salesmen, also Mr. C. B. Evans of St. Louis, and Mgr. R. S. Colwell of New York. The convention was well attended and a large number of most excellent prospects were secured. Much benefit from this will accrue to the boys in the field as it has demonstrated our position to the National Association and all dry cleaners that we are an authority on systems for the storage and controlling naphtha.

* * *

Every particle of progress that has ever been made has been the product of individuals who have love for their work and who, by loving their work, have climbed above the mass, and, by climbing themselves, have developed power to stand.—James Logan.

EXCHANGES.

(By F. M. King)

It is only a new and inexperienced salesman today that asks for virgin territory. The knowing ones realize that the most productive field is the field that has been worked for years and is practically sold up. In such a field the trade has been fully educated to the value of Bowser equipment and the opportunity for business on an exchange basis is enormous, the class of outfits most readily sold being those of highest grade.

The writer attributes a large percentage of the exchanges he has made to the following method of treatment:

Attention is called to the floor around the tank which is often oil soaked and while frankly admitting that this may be due to spilling over of containers left standing on top of tank, the possibilities are that the cause may be due to leakage. If this is so, a moderate amount of dampness on the floor may mean a very considerable amount of leakage, as kerosene evaporates very rapidly when exposed to the air and even where a leak is minute, considerable loss may result, with very little external evidence of the fact, apparent.

In order to illustrate the possibilities of loss from small leaks, I show him a small metal plate with three holes, of size shown below, that I carry on my key ring.

No. 60 Drill = $\frac{3.9}{1000}$ " hole, this size \circ —170 gal.
 No. 52 Drill = $\frac{6.3}{1000}$ " hole, this size \circ —970 gal.
 No. 29 Drill = $\frac{13.4}{1000}$ " hole, this size \circ —3600 gal.

The figures shown on this plate are the results of a Government test made with engine oil and represent the number of gallons which at 60 pounds pressure will pass through each hole in 24 hours.

As a result of a test made at the factory, the different holes having been made in the bottom of a tank containing 50 gallons of Gasolene, the following results were obtained and with simply gravity flow.

- \circ 32 gallons in 24 hours.
- \circ 50 gallons in 14½ hours.
- \circ 50 gallons in 5½ hours.

Taking into account the area of surface on the bottom, six or eight minute holes widely distributed, aggregating in size one hole of the smallest size shown on the plate would account for just as much leakage and consequent loss.

It should be pointed out that the only way to make certain regarding such a possibility, would be to break open the outer casing and stop any leak that might be found, with the prospect of other leaks developing as time goes on and this operation having to be repeated with increasing frequency, while enough oil may be lost before leakage is noticed and action taken, to go a long way towards the purchase of a new outfit, not to mention the expense of frequent repairs and the unavoidable damage of the outer casing as well as loss of service while repairs are being made.

* * *

A man can be coldly faithful—that is fidelity. To serve with all one's heart, to warm to one's work and one's business—that is loyalty. Summed up, the difference between fidelity and loyalty is the same as between freezing and fusing.

Which kind of faithfulness do you give to your work? Do you *freeze* or *fuse* to it?

(SYSTEM.)

* * *

APPROACH.

The Boomer has been asked for an article on the great essential requisite of successful salesmanship commonly termed "Approach." This subject was so thoroughly covered at the convention that little can be added, however, the following may be useful to those who are troubled in this respect.

The best method of breaking through the glacial outer surface is founded on the well-known habit of the ordinary bird dog. The dog casually strolls down the walk with his hands in his pockets and a cigar or toothpick between his lips, or else whistling or humming a popular tune, affecting to wholly ignore the existence of the sparrow and apparently aiming to pass, leaving him about twenty feet to starboard.

When directly opposite the sparrow, he suddenly jumps sidewise alighting as near as may be directly on the person of the sparrow and making of him one mouthful. This method has never been known to fail if carried out by a conscientious pup whose foot work is good.

The other method is to leave your shoes in the outer office and enter on hands and knees. If this method is adopted, the forehead should be tangent to the floor and should be moved in a right line along the plane of the floor from the threshold to the prospect's shoes, thereby inducing in him a comfortable sense of self-importance while at the same time fulfilling

all the useful functions of a dustless carpet sweeper.

There is still a third way which is unfortunately too commonly used, but which is never practiced by people of innate refinement. Right hand extended holding therein a neatly embossed card. Mr. Prospect scrutinizes the card and states in indisputable language, "Don't want any, nothing doing." Where are you? Right hand extended ready to give him the "Welcome to our city," glad hand—"My name is Roach, A. P. Roach, could I interest you in a tank? etc. "No, I'm perfectly satisfied with the one I'm using." Where are you at? Same right hand extended, same position, the right foot to the side. "Mr. Prospect I see you are busy and your time is no doubt valuable, but my name is Roach, A. P. Roach. I'd like to make an engagement with you to demonstrate my model." "No, Mr. Roach, I've seen them and am perfectly satisfied with my tank." Where are you *now*? Same right hand extended working as it were overtime; left hand resting on counter: "Good morning, Mr. Clerk, when the Boss isn't busy, I'd like to show him my tank." "No use, we got a good tank." Then where are you? Tomorrow morning use that mighty right, fitting the hand attached thereto into the handle of your case, throw your chest out, clean your mouth of cigars and tobacco and walk into Mr. Prospect's place busy or no busy. Grab—not solicit nor ask—but grab the first opening, and having observed the conditions of storage, etc., command—not timidly ask—but command, "Mr. Prospect, here is something suited to your business." You are in—you are demonstrating—don't leave without the order.

Mr. McConnell has written many papers on approach and we would be glad to hear from him on this subject, also any others that will so favor us.

* * *

G. CLASS SONG

Tune—"My Bonnie"

Of prospects I have quite an ocean,
And all of them I'm going to see,
I'm going to get lots of big orders
And pull myself out of Class G.

Oh bring a hack to bring back
To bring back my quota to me, to me,
Oh bring a jack to raise the hack,
To bring back my standing to B.

* * *

The excuse any man makes for not buying a Bowser is a reason he should.



NEWS, AND VIEWS OF THE PICNIC.

The factory picnic just past will go down in history as one of the most successful ever given. The weather was ideal and Mr. Bowser's thorough and thoughtful arrangements made the day enjoyable to all. The event of the day was the ball game between the office married men and single men which the benedicts lost. The game was replete with sensational plays, notably two home runs by Ford. No liquid voiced actor prancing in the spotlight in velvet trapping could receive more applause than did Lee Johnson in his base ball suit. Wasn't he gr-ra-and Ma-a-ggie? The district Superintendents that happened to be at the factory were right in the swim at Winona.

Mr. Bowser, we appreciate and thank you for such a jolly good time.

DON'T BE A CHUMP.

Breathes there a man with soul so dead; that to himself has never said: "My trade on oil is getting rank; long measure, slop and spill my profits sank; me thinks I'll buy a Bowser tank." If such there be, go mark him well; for him no bank account shall swell; no angels watch the golden stair, to welcome home a millionaire. To such a man the noisy din of traffic may not enter in, for customers by the score shall pass, nor heed, his dingy door. Tread lightly, friends, let no rude sound disturb his solitude profound. So let him live in a calm abode (if his tin tank does not explode), unsought except by men he owed. And when he dies go plant him deep that naught may break his dreamless sleep, where no rude "profit" clamor may dispel the quiet that he loves so well, and that the world may know its loss, place on his grave a wreath of moss and on the stone above: "Here lies a chump who would not buy a Bowser Pump."

* * *

HELPFUL HOWS.

The answer to the question of "How to make your Quota," would be "Make more Sales," but how can you make more sales? A sale is a mental thing or process—the intelligent co-operation of one mind with another; to make the other fellow see it as you do. A sale is brought about, therefore, not alone by technical knowledge but by the power of persuasion—the ability to persuade another to your way of thinking. You may be brim full

of how the device is constructed and how much good it will do the purchasers, but if you can't convey it with persuasion you will meet with but ordinary results. But what is the power of persuasion? The power of persuasion is the result of a masterful personality and of that only. But where does it come from—this wonderful power to create business? It comes from the man himself, from the development of the latent forces within him. All successful men are men of strong personality. All men have material out of which to develop strong personality. Take an inventory of yourself. Make a list of your weaknesses and failings, see yourself as others see you, make remedies where needed, and you will increase or develop a masterful personality which applied means "More Sales."

* * *

A SQUARE DEAL.

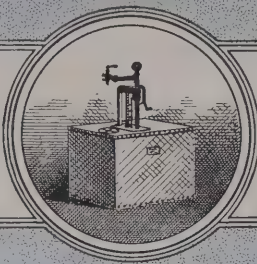
When you're feeling very grieved
And you're really badly peeved,
When you think you wasn't given a square deal.

When you've failed to make him sign
And you feel plumb out of line
And your chin seems to try to bump your heel.

When to the world you're scrappy
And to all mankind you're snappy
And you're in discord with friends and family, too.

A little thought will shame your feeling
As we all do our own dealing,
So for a square deal **it's really up to you.**

BOWSER'S

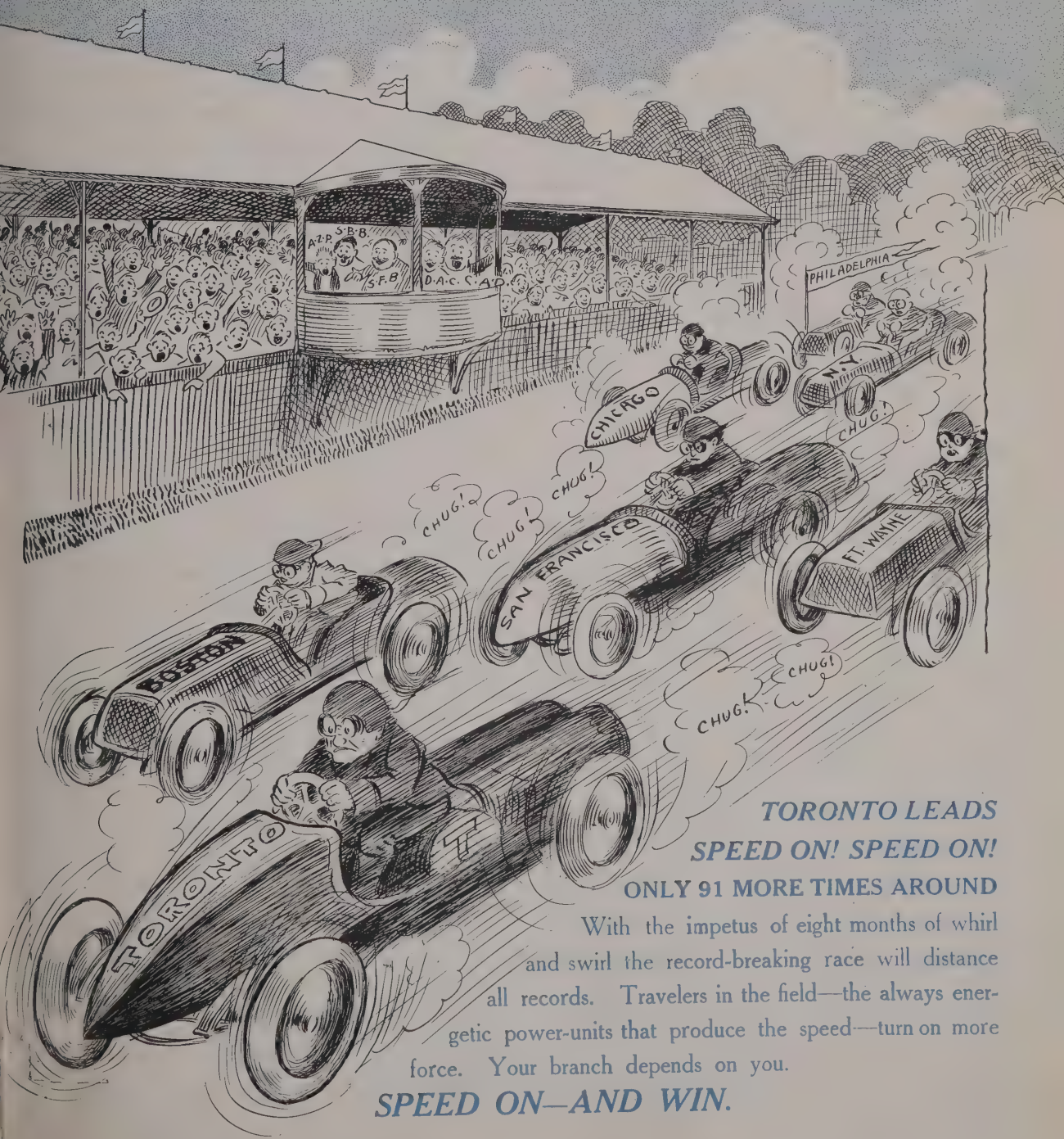


BOOMER

Vol. V

SEPTEMBER 15, 1910

No. 5



**TORONTO LEADS
SPEED ON! SPEED ON!
ONLY 91 MORE TIMES AROUND**

With the impetus of eight months of whirl and swirl the record-breaking race will distance all records. Travelers in the field—the always energetic power-units that produce the speed—turn on more force. Your branch depends on you.
SPEED ON—AND WIN.

SALESMEN'S CLASS STANDING WEEK ENDING, SEPT. 13, 1901

AAA	C-continued	E-continued	G-continued
Bird, E. R.	Purdy, H. T.	Sherlock, R. H.	Hafner, G. W.
Bleecker, H. E.	Rich, R. F.	Stoddard, S. D.	Hance, G. R.
Gumpper, J. D.	Riverin, S. O.	Ward, J. C.	Hastings, G. H.
AA	Seymour, D. J.	F	Holbrook, A. W.
Crandall, W. V.	Thompson, E. R.	Alleman, W. D.	Hough, A. H.
Fitzpatrick, W. J.	Tucker, J. M.	Austin, Osey	Hull, G. H.
Heusner, G. L.	Smith, L.	Carpenter, W. A.	Hunt, E. T.
Johnson, R. S.	Ward, D.	Childs, H. D.	Hyde, C. S.
Milliron, E. L.	D	Dix, F. M.	Inslee, W. D.
Richardson, F. H.	Abel, J. C.	Dolan, E. P.	Jenkinson, E. L.
Todd, A. F.	Briggs, E. H.	Englebert, E. A.	Kershner, G. W.
Smith, W. C.	Chase, D. W.	Farlow, J. H.	Knott, O. G.
Williamson, J. H.	Childs, G. W.	Kelly, C. H.	Lahon, L. H.
A	Dalgaard, H.	Klotz, E. F.	Lambert, N. P.
Benham, M. C.	Deming, W. N.	Laverty, A.	Lampkin, J. H.
Collins, S. A.	Downer, J. A.	Lucas, O. G.	Lang, S.
Dorsch, A. W.	Earle, H. U.	McClure, R.	Long, H. C.
Hessenmueller, K. F.	Eichelberger, W. F.	McIntosh, R. E.	McClatchey, S. F.
Knoche, F. A.	Ginther, L. R.	Mason, H. W.	McComsey, W. R.
Paquette, N.	Harley, Geo.	Milliron, D. N. B.	McCracken, J. O.
Roberts, J. G.	Hoffritz, C. W.	O'Neil, J. P.	McIntosh, A.
B	Laughrey, F.	Quarles, G. R.	Mathers, F. D.
Bagby, A. E.	Law, C. P.	Roseoni, Nap	Meador, L. S.
Bowen, G. E.	Libby, F. J.	Schlisinger, M. B.	Medsker, J. H.
Caskey, E. M.	McCracken, R.	Sitton, J. M.	Morris, F. E.
Cook, F. H.	Moffat, A. E.	Smith, O. P.	Pabst, N. A.
Dietch, J. N.	Murphy, E. J.	Van Horn, C. H.	Patterson, L. L.
Duncan, R. L.	Reuben, G. H.	Ward, F. B.	Peacock, D. A.
Kennedy, W. M.	Ring, N. A.	G	Pettit, W. F.
Ladd, W. H.	Robertson, W. Y.	Bachers, H. P.	Phegley, F. G.
Olson, J. C.	Romer, Geo.	Bay, J. C.	Potter, G. S.
Saunders, C. E.	Scott, G. W.	Bienenstok, E. A.	Pratt, W. H.
Schnabel, G. H.	Sheehan, J. S.	Boshler, C. W.	Purdy, J. B.
C	Sibley, J. R.	Bosworth, W. T.	Rahn, S. B.
Anderson, A.	Smith, J. T.	Bradfield, W.	Ratliff, A. G.
Bentel, G. E.	Ward, Jas.	Brock, H. L.	Riddell, Geo.
Cashman, P. F.	Weiss, J. G.	Byrd, J. F.	Roberts, R.
Chrono, R. E.	E	Cashman, J. A.	Robertson, W. R.
Connolly, J. F.	Byrd, F. D.	Coddington, R.	Roseoni, F.
Davis, J. M.	Ettinger, E. C.	Collard, N. W.	Saunders, G. R.
Devereux, F. M.	Fertig, K. H.	Combs, H. N.	Shields, D. H.
Dobson, H. E.	Ford, D. J.	Cornell, A. B.	Short, C. H.
Eggleston, C. R.	Gustorf, E. B.	Crockett, H. E.	Smith, W.
Hayes, E. P.	Hartgen, A. G.	Dalgaard, Adge	Stephenson, F. T.
Heintze, Max	Henderson, L.	Denton, E. M.	Stimson, J. H.
Homsher, J. E.	Keller, J. F.	Dietch, H. F.	Steivick, H. N.
Jeavons, H. J.	Lawrence, E. C.	Dow, H. F.	Thompson, O. A.
Jenkinson, W. E.	McCall, W. I.	DuBois, J. D.	Thompson, R. E.
Jordan, M. S.	McCurdy, G. A.	Ellsworth, M.	Wagner, J. L.
Lindsley, H.	Mann, W. M.	Fair, W. A.	Walker, E. P.
McGibeny, V.	Nicholson, H. J.	Fansler, G. H.	Walters, F. E.
Merickel, J. W.	O'Brien, W. J.	Ferris, F. C.	White, J. C.
Parker, W. S.	Olds, F. H.	Franklin, E. C.	Whitemore, J. H.
Peebles, F. H.	Percival, A. T.	Frierson, C. R.	Widener, J. G.
Pinkerton, J. M.	Potts, T. C.	Gardner, F. J.	Williams, Joe
Potter, F. C.	Ryan, D. A.	Gaskell, W. H.	Willson, C. A.
			Young, R. H.

The position of a name in the different classes has no significance as to the relative standing in that particular class.

DID THIS EVER HAPPEN TO YOU?

"Well," said an Ohio salesman to his friend, "I must be going now, I have a number of calls to make and I want to get an early start." With that he left and after walking a few blocks down the street, came to a Public Garage, his first stop. Stepping inside, he met the manager who was just ready to leave on a hurry call cross town. "Good morning, Mr. Beam, you look as if you were going to leave." "Hello, Bowser, yes I am, I'm in a hurry too." "Well don't let me detain you, I just dropped in to learn if there is anything new." "No there isn't Bowser, except Judge Blont just bought a car." "Do you happen to know his address?" "Yes, 327 Jackson, well I must be going, good bye Bowser." "Good bye Mr. Beam and I'm much obliged to you."

Three days later the Bowser man was making his third call upon the Judge. In the previous calls the Judge didn't seem to be at all interested in a modern storage system, and wasn't inclined to purchase. He showed no susceptibility to all the general arguments in its favor, so after the first two calls the Bowser man made a quiet inquiry concerning the Judge's disposition, and learned he was from Kentucky, a lover of horses and many other little characteristics he had. On this call he determined to get the order or go back to milk diet.



You didnt feed your horse
saw-dust

He called at the Judge's home in the late afternoon, and upon his approach the Judge said, "Well, I don't think it's necessary to bother any further, I don't think I'll put any system in." "All right Judge, but its

my duty as a faithful and loyal salesman to the firm to tell you about the Bowser system, and also to give you the advice and assistance I would any brother whom I found flirting with danger, the same as I would reach my hand out to jerk from the tracks a friend who did not hear or see an approaching train."

"That's very kind of you and I appreciate it. You have explained the matter very clearly and perhaps some day I'll put in a Bowser." The salesman had made him feel under obligations, and by this time he had him out in the

garage looking the place over. The salesman turned around and said, "Judge, you like horses don't you?" The Judge said yes he did. "Well Judge, you used to have some fine horses, didn't you?" "Oh yes, indeed, as well bred as money could buy." "Of course, Judge, you fed your horses well and gave them clean oats." "Certainly I did, and I was always particular about their feed." "You had the best horses Judge, and when you bought a car you got a mighty fine one didn't you?" "Yes, I got a very good car." But Judge, you didn't feed your horses sawdust, or only half feed them, did you?" "Surely not." "You know Judge, you can't get efficient service from a horse only half fed. Neither can you get the maximum amount of speed, power and endurance from your engine when using weak, dirty and stale gasoline. The Bowser separator assures you of a smoother and easier running engine and enables you to get more miles and speed from your car."

He got the order to the tune of about \$300.00,

* * *



You don't buy
your trousers
cut off at the
knees.

Selling outfits complete with all accessories is fast becoming a rule among some of the boys.

One of our boys says he always quotes the outfit complete.

After carefully explaining the advantage of the many attachments and accessories the Prospect said, "Yes that outfit is fine, but I hardly want to pay that much. Can't you give me that same pump in a plainer pattern with not so many attachments?"

"Oh yes," said the Bowser man, "I can sell you the outfit stripped, but that wouldn't be giving you what you need. It would be like selling you a coat without any pockets in it or a pair of trousers cut off at the knees, or a pair of shoes without any laces or buttons on them. They would cover only a part of your needs, and while the price might be less, the small additional cost to get the article complete would be well worth it for the additional convenience and satisfaction you secure."

And he sells them complete.

* * *

F. E. Morris, of the Chicago office, went out for a joy ride with his quota and killed 4 dry cleaning orders. He assured the court he wasn't exceeding his speed limit and got off with 166 points.

Bowser's Boomer

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S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

SEPTEMBER 15, 1910

This is our Garage Number. The season is getting late, but you still have time to get in some good work.

* * *

Well, suh, the Pacific coast, suh, has done it, suh. They have wedged in ahead of Fort Wayne with one and 3-10 per cent. to go on. You should see them rustling around in the Fort Wayne sales office. Mr. Zahrt is all stirred up and as a tip let me tell you he's going to strike his hardest to cover his loss with some to the good. Are you going to let him pass you Frisco? But by-the-way, did you know Chicago is only one-half per cent. behind Fort Wayne or one and 4-5 per cent. from third place. According to that letter of Stata's, somebody will have to reckon with them for position at the top.

* * *

The real reward of all good work is the ability to do more and better work.

* * *

Say, Devereaux, did you ever see Eggleston bowl? I've seen him make five strikes in succession, so don't be foolish with your money.

* * *

Making allowances for time spent at the convention and Sundays, Lewis Smith, of Boston, has averaged more than an order a day, so far this year, totaling 219 orders. He leads in the number of orders.

* * *

Well, just take a look at the list of fellows in the G class. Let me tell you there's a bunch of mighty good salesmen in there. I suppose they just happened to strike a bad streak like any of us are liable to do. But now that the fall rush is coming on just watch those fellows commence to pull out. They can do it alright, as soon as they begin to get the ball rolling.

* * *

It's an all wind that escapes from the auto tire.

The autoist may skim along with a tireless air, but how quickly the aspect is changed by an airless tire.

* * *

One of the boys wrote in and asked me if I didn't think J. D. Gumper looked lonesome in the last Boomer. Now the fact of the matter is in reality, Jake is so busy he don't have time to get lonesome. His business don't come in \$600 and \$700 chunks. He works nothing but the general store trade right around Fort Wayne, where if any territory would be filled up, there it would be. But the more the merrier. Jake's orders run from \$65 to \$100 each, but he is a consistent player. The second week in August he got 12 in that week. They were small, but the 12 brought him 50 points, and right here is an illustration that the small orders are a big factor.

Good salesmanship is selling—selling the right thing to the right man—whether you sell him a 48, 123 or 47 or a large installation with a power pump.

* * *

Pity the man you can't persuade
That the world has changed in the last decade,

Who dwells in the province of Long Ago,
With makeshifts and crochets and methods slow,

Forgetting the things that he abuses
Are those his successful competitor uses;
He rails at progress with narrow mind
And marvels much that he falls behind.

—Thomas Towne.

* * *

P-P-PIFFLES!

C. H. Davies, Editor Boomer:

After perusing your want ad in the Boomer for "pointers" on how to "politely procure by—a purely profitable proposition—precluding pickaxes," I proceeded to perambulate on a perfunctory peregrination. While performing this pilgrimage I planned to proffer you point blank this panegyric for presentation to Boomer people:

"Every prudent plodder, possessing the proper proportion of pluck and push, may so portray his project by a proficient program, as to prevent the store's procrastinating proprietor from perpetually putting off purchasing."

I prophesy that if you propagate this profound prognostication in your prolific publication, many proselytes will be produced. If you pigeonhole my boomerang, the public will promptly promulgate a pronunciamento against such a prolificide.

R. E. F.



The DeFreest Auto Co., of Albany, N. Y., suffered loss by fire recently to the extent of many thousand of dollars. A Bowser cut No. 41 and battery of lubricating cabinets which were in use came through splendidly considering the intense blaze it was subject to. The heat was so fierce that the nozzles of the pumps were melted off, and the separator being in such a hot part of the fire that its cylinder was melted.

There were eleven explosions from as many different automobiles. In the gasoline tank there were nearly six hundred gallons of gasoline, yet after the fire all they had to do was to connect up a new pump and the gasoline was in as good condition and intact as before the fire. Another proof of Bowser safety for the "show me" man. There was also another severe garage fire at Albany that same week which we will mention in our next issue. The photos were secured through the courtesy of Mr. Devereux.

* * *

THE HOW THAT COUNTS.

Did you tackle that trouble that came your way

With a resolute heart and cheerful?

Or hide your face from the light of the day

With a craven soul and fearful?

Oh, a trouble's a ton, or a trouble's an ounce,
Or trouble is what you make it,

And it isn't the fact that you're hurt that counts,

But only how did you take it?

You are beaten to earth? Well, well, what's that?

Come up with a smiling face;

It's nothing against you to fall down flat,

But to lie there—That's disgrace.

The harder you're thrown, why, the higher you bounce;

Be proud of your blackened eye!

It isn't the fact that you're licked that counts,

It's how did you fight—and why?

And though you be done to death, what then?

If you battled the best you could,

If you played your part in the world of men,

Why, the critic will call it good.

Death comes with a crawl, or comes with a pounce.

And whether he's slow or spry,

It isn't the fact that you're dead that counts,

But only, how did you die?

Contributed by J. Milton Tucker.



A fluttering sail out on the water means the same thing wherever you see it—that someone is trying to get somewhere and is on his way. Here are fourteen sails of fourteen men on the sea of life that are pressing hard on their way to the harbor of Success. They are salesmen for its only the best kind of salesmen ships that stand any chance of reaching the harbor. The winds of trade conditions are blowing auspiciously and there's going to be some crowding at the finish. Crandall leads but the rest closely follow.

No chance for star gazing, for the wind that is blowing in just the right direction now may take a freakish shift and send you scooting out of the race. Keep your weather eye out. The man that can best manage sales is the man that will win. Take advantage of the upward swell of the Success current of Bowser prosperity that is at high tide. Your salesman-ship is launched in a race of "Tablet" cutters and only those who handle their barks with sagacity, intelligence and energy will be in the winning. *Will you be on deck to have your name chiseled there?*

* * *

CHICAGO—WHOOPEE!

The Boomer asked Chicago for a report of their meeting and presentation of prizes, etc., and the last two paragraphs of their letter said a few things in such unmistakable terms that we produce the entire report herewith. How about it, gentlemen?

Chicago, Ill., Sept. 12, 1910.

Mr. C. H. Davies, Editor Bowser Boomer, Fort Wayne, Ind.:

Dear Sir:—A convention of the Chicago salesmen was held on Saturday, Sept. 10, at which there were present the following men:

H. L. Brock	A. G. Lucas
E. M. Caskey	H. W. Mason
J. E. Colburn, Jr.	F. E. Morris
H. E. Crockett	W. H. Pratt

E. C. Franklin

E. B. Gustorf

J. A. Hall

G. R. Hance

K. F. Hessenmueller

Archie Laverty.

D. A. Ryan

M. B. Schlesinger

J. L. Wagner

R. H. Sherlock

O. A. Thompson

During the forenoon a general discussion of business took place among the salesmen and at 1:30 a luncheon was served in the Savage Gun club rooms, at which time General Sales Manager D. A. Corey, who favored us with his presence for the day, delivered an extensive talk to the salesmen on various subjects of importance to the organization. Several of the salesmen were invited to address their fellows and during the afternoon the prizes won in the contest conducted during the month of June were awarded. The winners and the prizes were as follows:

Mr. K. F. Hessenmueller—First prize, \$25 traveling bag.

Mr. R. H. Sherlock—Second prize, \$10 fountain pen.

Mr. Archie Laverty—Third prize, \$5 memorandum card system.

A great deal of enthusiasm was exhibited by the salesmen, and I predict that if it is not a Chicago salesman's name that decorates the top-most place on the bronze tablet, that the salesman who does win this distinction will know that he has done some work, as two of the salesmen expressed the determination to land that coveted honor.

The race for positions in the final wind-up is becoming quite interesting, and right now I wish to declare myself. Toronto is quite a distance ahead and may win; Boston has a chance, but look out for Chicago. Watch our finish. Fort Wayne and San Francisco are easy, and New York and Philadelphia have not got a chance.

Yours very truly,

A. T. STATA, Dist. Mngr.



CANADA.

Those Canucks are certainly right up to the front in everything. I tell you they are a very live bunch and the way they have their toe-calks dug in for the top in the quota race is a caution. The report of the contest they held in their division during August is as follows:

We should like to have you announce in the next issue of the Boomer that for the month of August, the Toronto office awarded three prizes to the salesmen who would make the greatest percentage on their quota, no prizes being awarded to salesmen not making their quota.

The result of this contest has just been determined, and we find that Mr. H. J. Jeavons, Vancouver, B. C., wins first prize, which is a handsome full leather lined grip. Abby Anderson, Regina, Sask., wins second prize, a silk umbrella, with sterling silver mounted handle. The third prize was won by Mr. N. Paquette, working in the Province of Quebec, consisting of a fine self-filling, Conklin fountain pen.

Yours truly,

W. R. HANCE, Mngr.

* * *

FORT WAYNE.

The contest held during the month of August among the salesmen of the Fort Wayne sales office was warm and spirited. Their records have just been closed and just as the Boomer was going to press, Heaton, who is connected with the sales department, but does news snatching on the Boomer for his board and room, came running in with this scoop.

The records were held open for nearly two weeks so that all orders which could possibly be made acceptable might get in before the final count. It was only those orders written during the month of August which were eligible. There was a further condition which made

it necessary that these orders provide for immediate shipment, on acceptable terms. Upon these general conditions three classes of prizes were offered.

The first class consisted of three prizes to be awarded to those men who secured the highest percentage of their August quotas. It is to the credit of Mr. H. E. Bleecker, of western North Dakota, that he was able to fight to a stand-still the climatic conditions in his territory so that when the dust of that burnt-out country cleared on the first day of September, it revealed "Bleeck" with over 220 per cent. of his quota safely tucked away in his left hand hip pocket. To him goes the first quota prize, a beautiful watch fob.

M. C. Benham, of Iowa, copped off the second quota prize in great fashion with a good healthy percentage of 165 per cent, and J. D. Gumper, of Indiana, galloped up into third place on the very last day of the contest with 154 per cent. To these men are given a handsome traveling bag and a serviceable gentlemen's toilet set, consisting of brushes, comb, manicure set, etc.

A special prize was offered to that man who secured the largest amount of accessory sales, measured in money value. A Gillet Safety Razor set, which was selected for this prize, was well earned by J. Theo. Smith, of Mississippi, who sold accessories to the amount of \$404.00.

For the largest percentage of heavy tankage sold a special prize was determined upon. All twelve gauge tanks and heavier were classed together, and all fourteen gauge tanks and less were considered in another class.

Osey Austin, of Texas, came in strong with 93½ per cent. of his sales falling in heavy weight class, and runs off in good fashion with the genuine seal bill-book.

It was an interesting contest throughout.

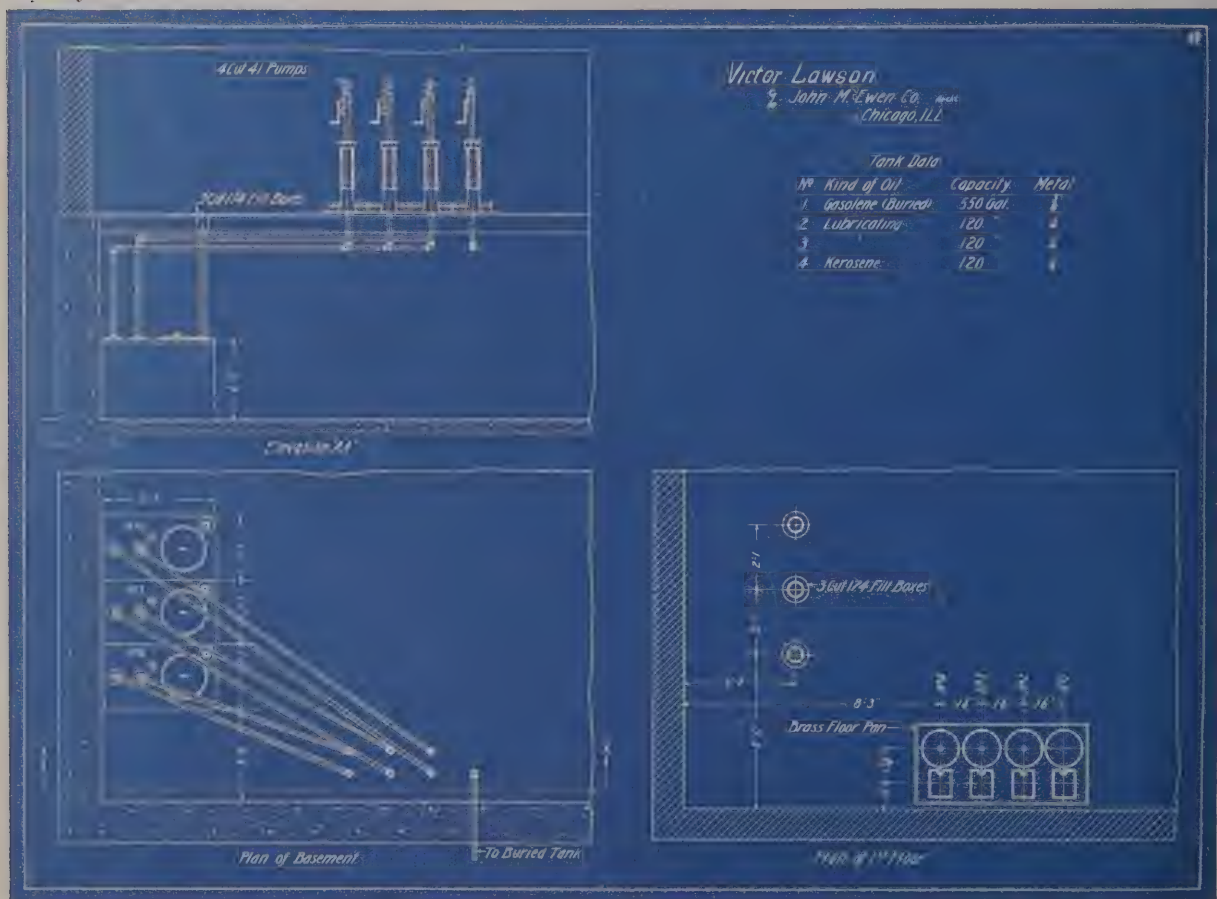
A COMPLETE EQUIPMENT

With the idea in mind that many of our boys do not sell higher class private garage equipments because they are not familiar with what they include, we have presented in this issue of the Boomer several blue prints of our complete private garage installations. Those presented here will give you a key to the situation but its up to you to find the key hole. Although the season is far advanced it is not all spent by any means, and we trust that many of you will be successful in securing some very nice orders for such equipment before the season is closed. Then again, the building of a fine home takes possibly a year in the course of construction so one must be continually on the lookout for such opportunities. For instance the Lawson prospect was picked up in September and not closed until the following May. So be on the alert always.

The distinction of selling the largest consignment of private garage equipment for any one user, falls upon E. J. Little and the case referred to is Victor F. Lawson, of Chicago. The blue print shown herewith only covers the outfits installed in his city garage. On a later occasion he placed his order for his country garage and engine room and also his boat house.

His town garage, as shown in the print, consists of one 10-bbl., $\frac{3}{8}$ "C" tank for gasoline and three 12-bbl., $\frac{1}{4}$ "B" tanks for lubricating and kerosene oils.

There were four solid brass Cut 41 pumps, all equipped with brass meters, and the gasoline pump included a brass separator. The pumps rested on a brass floor plate and the kerosene and lubricating tanks were supplied with a special design brass floor plate for fill pipes.



The country garage was equipped with a 5-bbl., 3-16" "C" tank with a nickel plated Cut 41, while the boat house was supplied with a 3-bbl., 12 gauge nickel plated 41 for gasoline and a 1-bbl., 12 gauge nickel plated 41 for lubricating oil.

Both outfits were equipped with meter and the gasoline pump included separator.

After these purchases Mr. Lawson placed an additional order early this year for his private power house at his country home.

This order consisted of:

One 10-bbl. 3-16" C tank with Nickel plated
41 for gasoline.

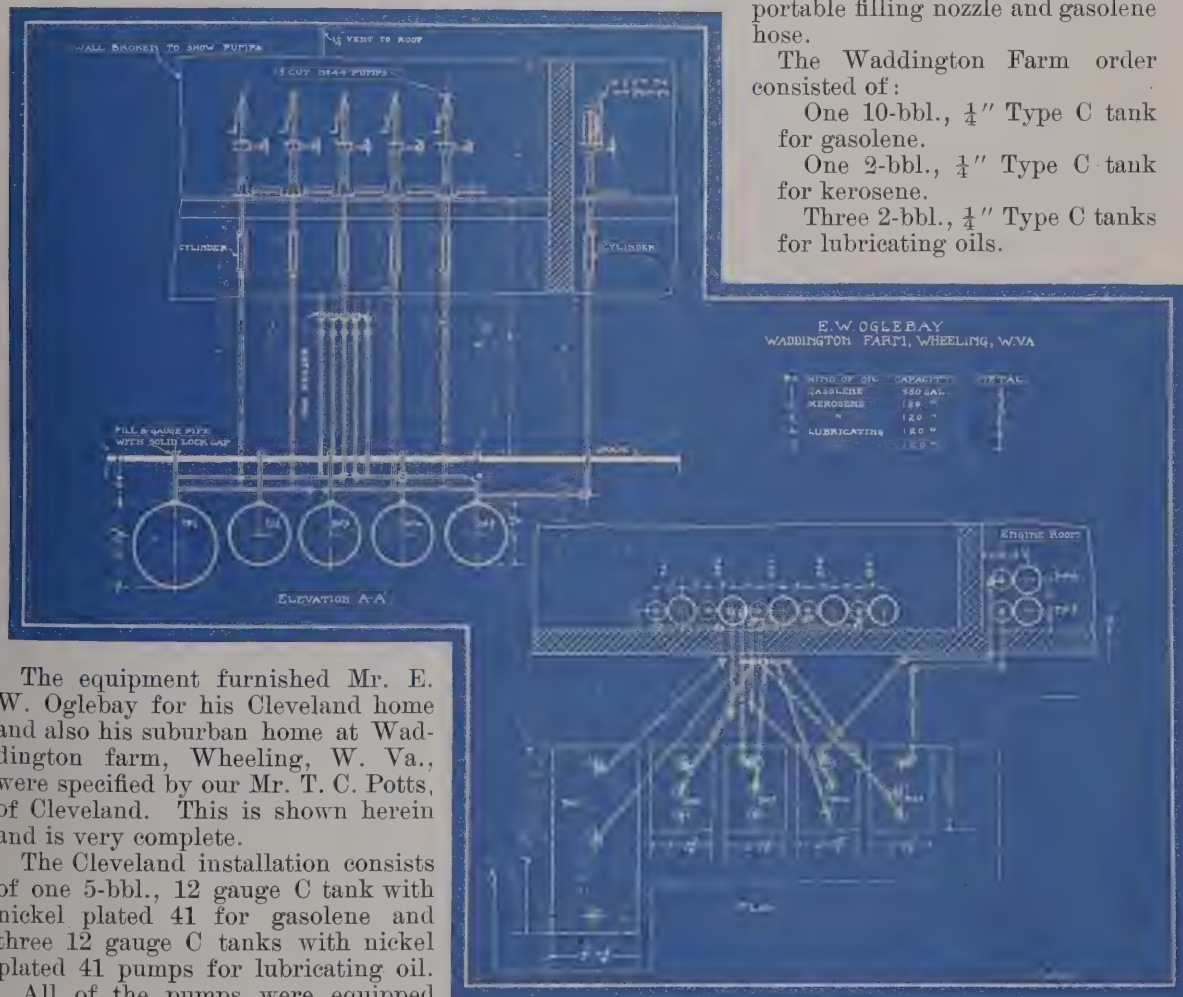
Two 2-bbl., 12 gauge C tanks Nickel plated
41 for kerosene and lubricating.

All supplied with meters, etc.

This last order came as an endorsement of previous purchases and an evidence of satisfaction after a thorough test.

Of course, these equipments included hose, nozzles, filling devices, a filler box, as the cases required.

The city garage brought 800 points, the country garage 159 points, and the boat house 200 points, while the private power plant came in for 528 points, making a total of 1,728 points. A prominent feature of this business is that the goods were all standard stuff and that the purchaser did the installing.



The Waddington Farm order consisted of:

One 10-bbl., $\frac{1}{4}$ " Type C tank
for gasolene.

One 2-bbl., $\frac{1}{4}$ " Type C tank
for kerosene.

Three 2-bbl., $\frac{1}{4}$ " Type C tanks
for lubricating oils.

The equipment furnished Mr. E. W. Oglebay for his Cleveland home and also his suburban home at Waddington farm, Wheeling, W. Va., were specified by our Mr. T. C. Potts, of Cleveland. This is shown herein and is very complete.

The Cleveland installation consists of one 5-bbl., 12 gauge C tank with nickel plated 41 for gasoline and three 12 gauge C tanks with nickel plated 41 pumps for lubricating oil.

All of the pumps were equipped with meters and of course the pump

All of the pumps were cut 44 Long Distance pumps and all of the pumps were equipped with gallon meters. The gasoline pump was supplied with hose and nozzle, also with a Centrifugal separator. All of the pumps were equipped with card holders.

Mr. Oglebay is a foundry and iron merchant of Cleveland, is quite wealthy and likes things nice. The total of these two orders brought Mr. Potts 1,179½ points.

* * *

The honor of having taken the largest single order for private garage equipment up to the present writing falls to Madison S. Jordan of the Boston office.

The order was sold to Jos. F. Flanagan, of Newton, Mass., a suburb of Boston. We are sorry that we could not get blue prints in time from Boston for reproduction, but we will present it on some future occasion.

The order consisted of one 1,000 gallon, ¼", Type "C" tank for gasoline and eight 120 gallon, Type "B" tanks for other oils. There were 14 pumps in all as follows: A Cut 41 and 44 for gasoline, three Cut 41's and seven Cut 64's for lubricating oil, one Cut 41 and 64 for kerosene. All of the 41's and 44 pumps were solid brass, four of the Cut 64 pumps were also solid brass and three of the 64's were coppered brass. The battery of 64's were set up in two sets as one set went into the engine room of the private power plant. This required two sets of filling devices, of which the barrel dashes were polished brass and the vent pipes of copper. The separator and portable nozzles were polished brass and all connections. This order amounted to 1,400 points, but it included some accessories that are not standard with us.

* * *

Success comes to the man that grinds, not to the man who pines and whines.

* * *

GOOD SALESMANSHIP.

When things go well, it's brains and pluck,
When they go dead wrong, it's blamed on luck.

Good salesmanship is a term that it is impossible to define specifically, because it may come in various forms. There are men on the road who make successes, that are about as different from each other in temperament and methods, as could be found. There are good salesmen that are good because they are hustlers, there are others that are good because they are persistently at it, and others that are good because of brilliant wit and an abundance of up-to-date ideas and new schemes, and

there are some men who have, in almost every manner imaginable, made that degree of success, one time or another, which has entitled them to be called good salesmen.

There are others, and especially some who have made a failure of it, that think chance and luck have a lot to do with it. It is a common weakness to attribute failure to bad luck, and when one makes a success, to claim that he has superior knowledge or ability of some kind. What we term chance and luck may play some part, but it is only a minor part. The major part of good salesmanship consists of hard study and persistent work, just as it does in any other calling.

The following instance in life will serve as an illustration of this matter of chance, accident, luck or whatever you want to call it. A Bowser man had been working a prospect for a good sized order and hadn't been able to bring him across. He was invited to a Business Man's Banquet and when he came to the table to be seated, he found his prospect sat right next to him. Well when the cigars were passed around, topics became very general, and in the course of the conversation the talk drifted around to the order, and before they left the table the business had been promised to the salesman.

"Do you know, though, that things really do not come by chance? It may seem like chance, because it surpasses our comprehension, yet those who have delved deeply into the subject, into the whys and wherefores of things, into the cause and effect, can now and then get a little glimmering of the great truth that every effort brings its own reward, or fruit, somehow, some day, and that all the good things that come to us, even though by strange paths, come by virtue of our having earned them, through proper effort of our own. This order was the result perhaps of work done days before. It matters not that we may not be able to recognize the source of every fruit when it comes, for there is really no definite time, place or manner for the maturing of the fruits of our efforts. They may come in what seems to be a form of accident, or chance, many times they may come directly, and in well defined paths, that we are able to recognize, but they do come, and when they do come, they are the fruits of our own acts, and thoughts, previously expended.

"So, don't depend on chance; chance is but an agent in the general scheme of things, and while it may be employed to get you that which you have earned, it will not do your earning for you."

The coast is certainly blazing the trail for business out there. There is a news item that appeared in the South Pasadena, Cal., Record:

ITEMS OF INTEREST TO ALL AUTO OWNERS.

Another evidence of the business aggressiveness of South Pasadena is the new, modern and complete gasolene storage and delivery outfit, known as the Bowser outfit, just installed by Washburn Bros. at their new location, 1132 Mission street. It will undoubtedly prove of intense interest to all auto owners in view of the stringent ordinance just passed by the city in regard to the storage of gasolene and the restrictions placed upon the management of both public and private garages.

The "Bowser" is the only absolutely accurate and reliable measuring outfit and furnishes gasolene of the very purest quality on account of the numerous straining and filtering processes to which the gasolene is subjected. It is first strained as it goes into the tank; there is a strainer between the bottom of the tank and the pump, another strainer at the top of the pump, a filter and another strainer as it goes from the pipe into the filling hose, and two more strainers at the nozzle of the hose through which it goes directly into the tank of the car. This insures one a gasolene that is absolutely pure and free from any foreign substance whatever. The hose, especially manufactured for the Bowser outfit, is so arranged that cars can be filled either inside the garage or at the curb in about three minutes. This outfit, installed at a cost of \$275, has another commendable feature, in that the indicator will show accurately the amount of gasolene pumped in any quantity from a pint up.

The Bowser outfit has attracted no little attention locally and is but one of the many recent innovations for the convenience of patrons installed by this firm.

This order was sold by F. E. Walters and consists of a 3-bbl., 41 complete with separator, air vent, hose and nozzle, bill box and strictly in accordance with the municipal ordinance. It is certainly a splendid ad for them.

* * *

'TIS BETTER TO BE SAFE THAN SORRY.

Many merchants are practicing "economy" of the wrong kind. If you are doing anything in your business that can be done mechanically, you are wasting time and energy that you might use to stir your think tank, making plans for getting more business, for increasing your trade for being a larger a more important merchant.

One of our successful salesmen who used to travel in the "show me" state had the following experience with a mechanical man and a promoter who had formed a partnership to go into the Public Garage business.

The salesman had taken them to a No. 41 installed as they wanted to be "shown" the real thing. They were both soon convinced of the superiority of a Bowser over all other devices, but they were trying to beat down the price. The mechanic finally said, "Well, we want a Bowser, but surely you can sell it to us for less. Now that casting cost so-much that brass cost so-much, those valves cost so-much, etc." and he went on mentioning all he could think of, then he said, why are they so high?



You are not buying iron and brass by the ton.

The salesman replied, "My dear sir, you are not buying so much iron and so much brass, you are buying a complete system for the storage and control of your gasolene. Scrap iron is worth but \$50.00 a ton, main spring steel is worth \$22,000 a ton. A

square inch of spring steel costs about 25c. One inch of steel will make about 1,600 springs. You pay 25c for one main spring for your watch. Is it worth it? Of course it is.

Now you are in the auto business. The price of your car is \$2,500. You can buy a gasolene engine for \$325.00, an auto body for \$600, a set of tires for \$250.00, a pair of axles for \$200.00 and the accessories for about \$200.00. Now where is your price of \$2,500.00. Of course such argument means nothing and has no bearing on values of a complete product. The price of the Bowser is placed as low as possible consistent with the best material, workmanship and design."

He got the order for a 10-bbl., 12 Guage, No. 41 complete.

* * *

VISITORS AT FACTORY.

C. E. Neff
J. H. Armstrong
J. Theo. Smith
C. C. Barnett
S. A. Collins
J. H. Murray.

DEATH OF MRS. EICHELBERGER.

The Boomer received the painful news of the death of Mrs. W. F. Eichelberger, which occurred September 1 at their home in Allentown, Pa. Mr. Eichelberger has long been with us and travels out of the Philadelphia office. We extend to you, Mr. Eichelberger, our sincere and heartfelt sympathy for the severe loss which you have sustained.

The thirty-fifth annual convention of the International Firemen's Association held in August at Syracuse, N. Y., was very successful. The firm had an exhibition at the convention consisting of a complete dry cleaning outfit as well as other equipment, which attracted considerable attention.

There were over 700 fire chiefs from all parts of North America registered there, thirty coming from Canada. The Canadian chiefs knew our manager Hance and were very enthusiastic over Bowser outfits. The exhibit attracted considerable attention and the convention was unanimous in its recognizance of the safety of the Bowser equipment. The chiefs stated they would be glad at any time to have our boys visit them in their respective towns and would willingly do all they could to further the safeguarding of life and property. Such co-operation is sure to be of great benefit to the travelers both in Canada and the States.

The convention was attended by J. W. Runyan, R. G. Shulze, C. R. Eggleston and J. H. Williamson.

* * *

The powerful Jim Jeffries was beaten to a finish, because he lost his nerve. When a business man loses his nerve, failure follows. The man who wins is the one who does not flinch when life's storms are rough, who does not give up when troubles appear, but who braces himself for the fray and combats every obstacle that confronts him, the man who does not lose his nerve.

To be successful in any line you must be a man not a mouse. Aim high and seek advancement and success. If you do not try to progress with the rest of the procession of moving mankind, you will soon find yourself slipping backward.

If you lack self-confidence, seek inspiration to brace you up so you may undertake to accomplish something more than lack of confidence will permit. It takes big men to accomplish big things. Have big ideals, lay big plans, do big work and you'll have big success.

R. L. Brown, of the Philadelphia office, is now experimenting with the theory that "Two can live cheaper than one." He and his charming bride stopped off for a day at Fort Wayne to visit friends. The Boomer is pleased to extend the hand of congratulation to the happy couple.

* * *

We are indebted for the following philosophy to our Mr. Geo. W. Childs, of the Boston office.

"No great war has been won without hitting again, and again, until the opposition collapsed."

"No great battle has been victorious smashing again, and again, until the enemy's line broke."

"No great law case has been gained without pounding again, and again, until the case was proved."

"No sale has been made without fighting again, and again, until the arguments went home."

"No stunt that is really BIG in war, in business, has ever been done without persistent hammer, HAMMER, again, and again, until the resistance was overcome."

"Don't stop when you have won your first victory. Don't rest when you have gained your first point. Don't relax when you have made your first sale. It is not a goal; it is only a step forward. FOLLOW IT UP."

* * *

Opportunity—What most men miss.
 Danger—The concomitant of an empty mind.
 Worry—Interest paid in advance on trouble.
 Courage—The quality which never dreads neglect.

Habit—A second nature usually second best to the original.

Fate—A name many men give to their laziness or carelessness.

Vanity—A germ often accompanying genius and always spoiling it.

Failings—The things our neighbors have which we have not.

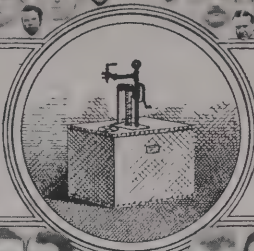
Helpfulness—The result of a willingness to take trouble for others.

Self-pride—A love of littleness felt by men too little for bigness.

Christian—A person thinking so much of goodness that he forgets creeds.

Poverty—The bar which prevents many people from making fools of themselves.

BOWSER'S



BOOMER

Vol. V

SALESMEN'S LETTER

OCTOBER 1, 1910

TO THE G. M.

No. 6

TO OUR GENERAL MANAGER A. Z. POLHAMUS.

We take this method and occasion to express to you our appreciation and thanks for the preparations you have made to handle our orders.

We learned that you looked at the sales record before you left on your 30 day trip and did not see there what you expected.

We have seriously faced the situation and we have determined to make October the biggest month in the history of the company as "a compliment to our General Manager."

Vacations are over and business in earnest is universally resumed. Every day from now until the closing of the books at the end of the year we will be on the firing line assailing the quota. Every day will count for something done. Not an ordinary something, but a Bowser Something.

All hands are joined in every division of the organization to push forward and make October a record that has never been equaled. Every man in every division of the organization has resolved to do his share. We will devote our most untiring efforts to establish this month as the high water mark for sales.

You have backed us with *factory efficiency* and we mean to prove ourselves worthy by displaying our *selling efficiency*.

When October sales have been counted and the records have been made up, we hope to be able to shout so that the world may hear "a compliment to our General Manager" that has never been equaled.

Pledging our loyal support, we are most faithfully yours,

THE SALES FORCE.

SALESMEN'S CLASS STANDING WEEK ENDING SEPT. 26, 1910

AAA

Bird, E. R.
Bleecker, H. E.
Gumpper, J. D.
Thompson, E. R.

AA

Crandall, W. V.
Heusner, G. L.
Johnson, R. S.
Milliron, E. L.
Richardson, F. H.
Todd, A. F.
Smith, W. C.

A

Bagby, A. E.
Benham, M. C.
Bowen, G. E.
Collins, S. A.
Dalgaard, H.
Dorsch, A. W.
Fitzpatrick, W. J.
Hessenmueller, K. F.
Roberts, J. G.

B

Caskey, E. M.
Cook, F. H.
Dietch, J. N.
Duncan, R. L.
Eggleston, C. R.
Kennedy, W. M.
Knoche, F. A.
Ladd, W. H.
Merickel, J. W.
Olson, J. C.
Parker, W. S.
Paquette, N.
Peeples, F. H.
Schnabel, G. H.

C

Anderson, A.
Bentel, G. E.
Bowen, G. E.
Cashman, P. F.
Connolly, J. F.
Dalgaard, Adge
Davis, J. M.
Devereux, F. M.
Hayes, E. P.
Heintze, Max
Homsher, J. E.
Jenkinson, W. E.
Jordan, M. S.
Laughrey, F.
Lindsley, H.
McGibeny, V.
Pinkerton, J. M.
Potter, F. C.
Rich, R. F.

C—continued

Riverin, S. O.
Romer, Geo.
Saunders, C. E.
Seymour, D. J.
Tucker, J. M.
Smith, L.
Ward, D.

D

Abel, J. C.
Briggs, E. H.
Chase, D. W.
Childs, G. W.
Chrono, R. E.
Deming, W. N.
Dobson, H. E.
Downer, J. A.
Earle, H. U.
Eichelberger, W. F.
Ginther, L. R.
Hartgen, A. G.
Harley, Geo.
Jeavons, H. J.
Law, C. P.
Libby, F. J.
Mann, W. M.
Mason, H. W.
McCracken, R.
Moffat, A. E.
Murphy, E. J.
Potts, T. C.
Purdy, H. T.
Reuben, G. H.
Ring, N. A.
Robertson, W. Y.
Scott, G. W.
Sheehan, J. S.
Ward, Jas.
Weiss, J. G.
Williamson, J. H.

E

Byrd, F. D.
Bradfield, W.
Ettinger, E. C.
Fertig, K. H.
Ford, D. J.
Gustorf, E. B.
Henderson, L.
Hoffritz, C. W.
Keller, J. F.
Lahon, L. H.
Lawrence, E. C.
McCurdy, G. A.
Morris, F. E.
Nicholson, H. J.
O'Brien, W. J.
Olds, F. H.
Percival, A. T.

E—continued

Rosconi, Nap
Ryan, D. A.
Sherlock, R. H.
Sibley, J. R.
Smith, J. T.
Stoddard, S. D.
Thompson, R. E.
Van Horn, C. H.
Ward, J. C.

F

Alleman, W. D.
Austin, Osey
Carpenter, W. A.
Childs, H. D.
Dolan, E. P.
Englebert, E. A.
Kelly, C. H.
Klotz, E. F.
Laverty, A.
McCall, W. I.
McClure, R.
McIntosh, R. E.
Milliron, D. N. B.
O'Neil, J. P.
Quarles, G. R.
Schlisinger, M. B.
Sitton, J. M.
Smith, O. P.
Thompson, R. E.

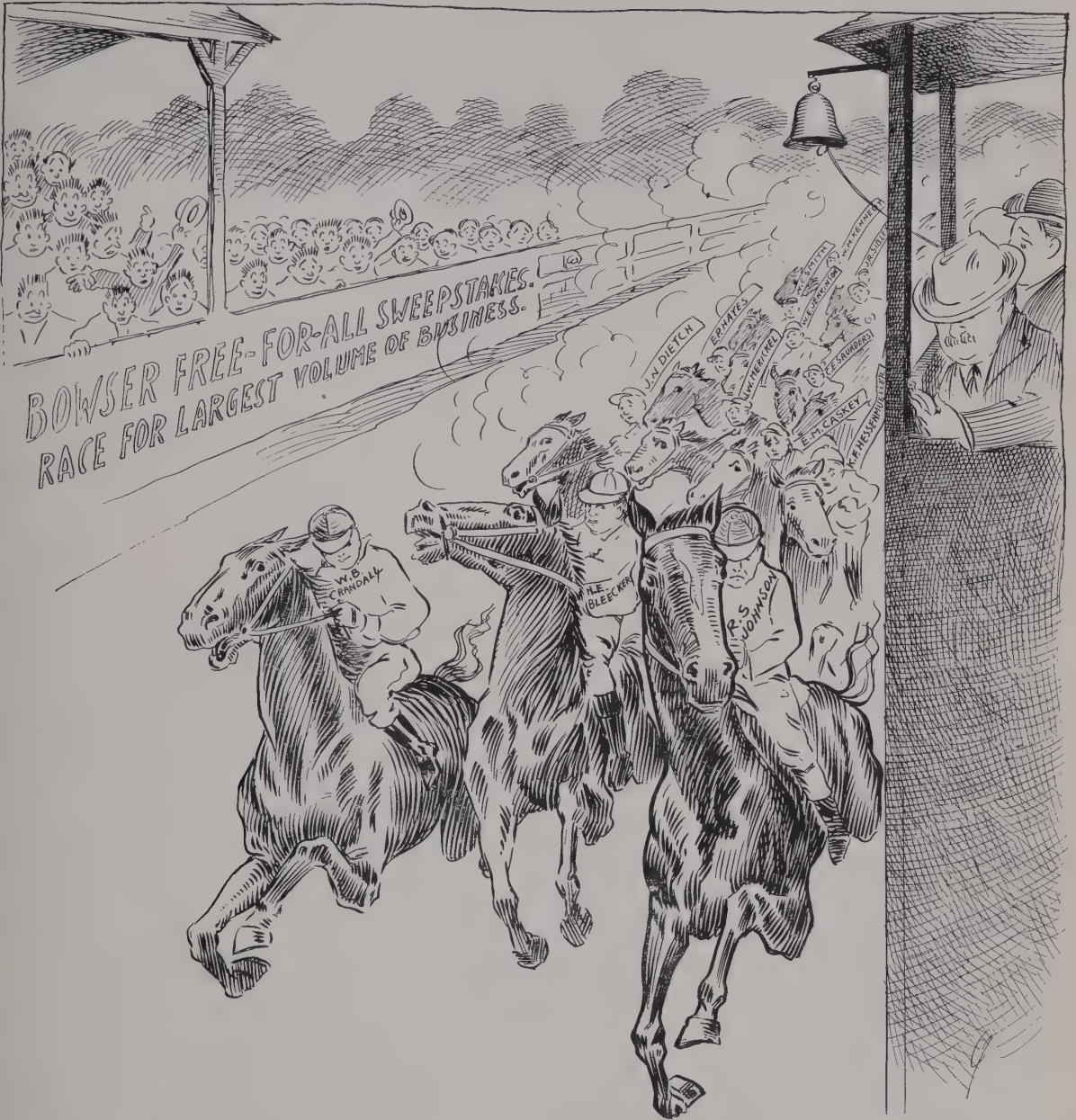
G

Bachers, H. P.
Bay, J. C.
Bienenstok, E. A.
Boshler, C. W.
Bosworth, W. T.
Burdett, A. G.
Broek, H. L.
Byrd, A. L.
Byrd, J. F.
Casey, F. S.
Cashman, J. A.
Coddington, R.
Collard, N. W.
Combs, H. N.
Cornell, A. B.
Crockett, H. E.
Denton, E. M.
Disher, E. W.
Dix, F. M.
Dow, H. F.
DuBois, J. D.
Dunn, E.
Fansler, G. H.
Farlow, J. H.
Ferris, F. C.
Franklin, E. C.
Frierson, C. R.
Frost, C. S.

G—continued

Gardner, F. J.
Gaskell, W. H.
Hafner, G. W.
Hance, G. R.
Hastings, G. H.
Holbrook, A. W.
Hough, A. H.
Hull, G. H.
Hunt, E. T.
Hyde, C. S.
Inslee, W. D.
Jenkinson, E. L.
Kershner, G. W.
Knott, O. G.
Lambert, N. P.
Lampkin, J. H.
Lang, S.
Long, H. C.
Lucas, O. G.
McClatchey, S. F.
McComsey, W. R.
McCracken, J. O.
McIntosh, A.
Mathers, F. D.
Meader, L. S.
Medsker, J. H.
Pabst, N. A.
Pannel, N. B.
Patterson, L. L.
Peacock, D. A.
Pettit, W. F.
Phegley, F. G.
Potter, G. S.
Pratt, W. H.
Purdy, J. B.
Rahn, S. B.
Ratliff, A. G.
Riddell, Geo.
Robertson, W. R.
Rosconi, F.
Saunders, G. R.
Savercool, W. W.
Shields, D. H.
Short, C. H.
Smith, W.
Stephenson, F. T.
Stimson, J. H.
Stout, C. A.
Thompson, O. A.
Wagner, J. L.
Walker, E. P.
Walters, F. E.
Ward, F. B.
White, J. C.
Whitemore, J. H.
Whittlesey, G.
Williams, Joe
Willson, C. A.

The position of a name in the different classes has no significance as to the relative standing in that particular class.



They are coming in at this heat with Johnson in the lead and Crandall closely following. Johnson leads Crandall by 54 points, Crandall leads Bleeker by 52 points, Bleeker leads Hess by 61 points, Hess leads Dietch by 58 points, Dietch leads Caskey by 61, Caskey leads Merickel by 13, Merickel leads Hayes by 86, Hayes leads Saunders by 34 points and Saunders leads Jenk by **only 41 cents**. Jenk leads Smith by 16 dollars, Smith leads Sibley by 13 points, and Sibley leads Kennedy by 19 dollars. It only takes the difference of about one order extra to change the entire line up. The next issue we will only show 12. Be a "thoroughbred" and see that *you* stay in the race.

Bowser's Boomer

PUBLISHED SEMI-MONTHLY BY
S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

OCTOBER 1, 1910

Lest you forget, we say it yet—already so soon by-yiminee—only 78 days left. So loog your kvoda from der face oud and see vat you can do on der odder hand.

* * *

Prince Charming, alias J. Herbert Armstrong, predicts we are going to have a mild winter because you can always tell when a pumpkin lays on its right side after the first frost; furthermore the caterpillar he carries around in his vest pocket hasn't any hair, and that's a sure sign.

* * *

Won't A. Z. feel good when he sees that letter on the front page from the Sales force? Those that can't find their picture on the cover may know its under the letter.

* * *

L. L. Patterson, who travels in Missouri, tells us his slogan is "Beat Yesterday." That's good, Pat. Beat yesterday, "turnip" the orders, "squash" your quota, "lettus" send you an "18 carrot" prize and you'll be "some pumpkins" at the finish.

* * *

D. A. Howard of the Boston office spent a few days with us and was surprised to find we are almost civilized way out here in the wild and woolly west. Incidentally he renewed his subscription to the Boomer.

* * *

Yesterday is gone out of our grasp, tomorrow never comes, the present is ours and today is the greatest day in our lives, and this moment the solemn inheritance to which we are born heir.

He is a wise man who uses today and its opportunities to the utmost of his ability. Whatsoever he has to do, he does with his might and puts his best into whatsoever he is doing. Today is your day. Into today, put your best work and there will be no uncertainty about your quota. Put your best into your work and the best will be yours—best opportunities, best sales, best business, best character. It always pays to do work well—it never pays to do work in any other way.

* * *

A whole-souled prognosticator is E. M. Savercool, as you will note by the following quota-

tion from a letter recently received from him:

"We will place all the money we have got on Mr. Crandall, and when the whistle blows winding up the year, it is dollars to doughnuts that Crandall is a winner unless some of the eastern boys close up a large factory job. He is out to win and he is the one that the San Francisco office is pinning their faith on and will be ready to bet all the money they can beg or borrow, believing that they could thereby double their bank account."

The Frisco office also has a couple of dark horses in Jenkinson and Smith. Now, it would be wise to watch the three pretty close for they are all playing for position very strong.

It is a little too early in the game for the Boomer to take a whirl, but we will gladly perform the office of holding stakes (with the accent on the "hold").

The Boomer will, however, place all mazuma received from delinquent subscriptions on the race, but we would scatter it down the line, because at the present writing it appears to us there is a regiment of likely winners between Presque Isle, Maine, and Market street, San Francisco.

* * *

We are glad to learn that C. M. Carpenter, who was injured in a wreck some time ago, has been removed from the Buffalo hospital to his home in Vermont, where he is now making a fast recovery. We hope Mr. Carpenter is soon in the ranks again as he wields a big stick in the onslaught of the Quota.

* * *

W. S. Parker, the famous billiardist of the Philadelphia office, scored 45 points in one run with a Dry Cleaner.

* * *

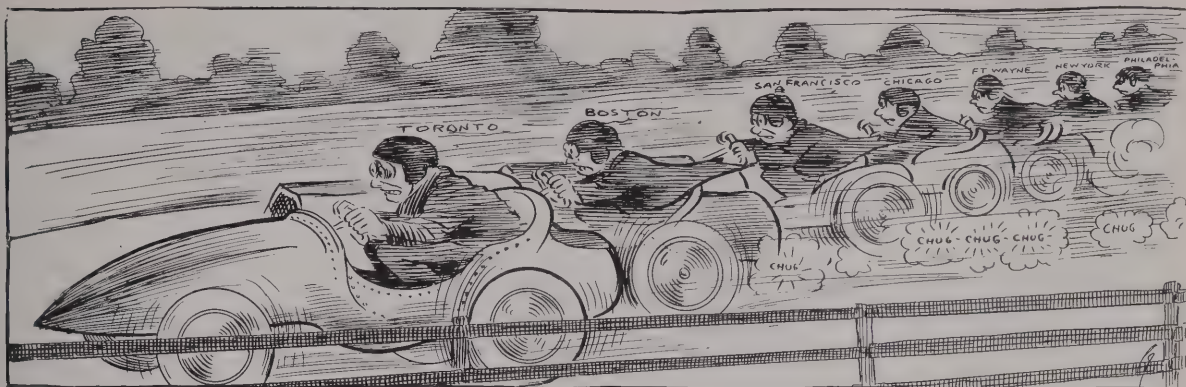
Elmer E. Cummings, factory superintendent at Toronto, was here for a few days, but none of the Boomer reporters could secure an interview with him. This, together with the position the Toronto office holds in the race, leads us to believe he is trying to secure the title of "Main factory" for Toronto, otherwise why such secrecy?

* * *

We are nearing the end of the summer and the nights are beginning to lengthen again. The need for artificial light for the long winter evenings means bigger kerosene sales for the merchant and we just wish to remind the boys of "B." tanks and large storage in turning the trick. You know.

* * *

Don't take things too seriously. Trouble is only an incident in this life and allowing yourself to be vexed by the little things gives them apparent proportions which their insignificance does not merit.



Look at the lineup, now! Everyone is standing on tip toes in expectation. Toronto still leads, but is being crowded by Boston. No loose gears or transmission are bothering Frisco or Chicago, for they are both plowing to the front with a terrific speed.

Boston only leads the coast by $3\frac{7}{10}$ per cent and Chicago is only $\frac{8}{10}$ per cent behind Frisco or $4\frac{1}{2}$ per cent from second place. Philadelphia made a gain of $1\frac{3}{10}$ per cent and is creeping up on New York. Fort Wayne has slipped back but is figuring on passing one or two on the next curve. Who will be to the front in the next issue?

G. H. Schnable just secured a couple of orders for lard oil outfits to be used in bakeries—and in this connection, are you aware of the excellent field for Bowser systems in the bakeries in your division? All bakeries of any consequence consume a large quantity of cooking oil—that is, a composition of cotton seed and lard oils.

Proper storage for this oil has been greatly neglected, and the need for the Bowser system is most urgent. In the first place, a vast saving can be made by buying this commodity in large quantities. While the liquid is not explosive, it is highly inflammable, and the insurance companies consider the storage of it dangerous unless properly handled. The Bowser system provides for both of these conditions.

There is no place in which cleanliness is more important than the bakery, and during the pure food agitation, it is essential that this point be given careful consideration. In mixing the material, the baker must draw his oil in accurate quantities, to which our self-measuring pump is especially adapted, at the same time eliminating the use of vessels of any sort where surplus oil accumulates.

The equipment serves as a check on both the purchase and the consumption of oil, and assures the baker he uses every gallon he buys. Convenience and timesaving are two potent factors in the baking business, which is another argument for the Bowser system.

In handling this class of trade, you have all the selling arguments of other lines, and the question of cleanliness can be talked even more strongly. We have already received a number

of nice orders from this trade and it will be highly profitable to you to call on all the bakeries in your division.

* * *

LEAKS.

The hidden "leak," the guerrilla of business, diminishes profits sometimes to the danger point. More serious than big losses are the little leaks—the small wastes—the little drains on the profits of a business. Their insignificance constitutes their greatest menace. Escaping notice, they escape correction. Even when known of, a busy merchant may not realize the inroads a month or a year of such loss will make on his profits.

Whether they threaten the solvency or chop the dividends, they are hateful to the progressive merchant. Every loss, big or little, is a truant profit. The existence of leaks is evidence of a fault—poor management is the family name usually applied to these leaks, insignificant as units, but a mountain of menace when multiplied. Its a matter of proper system or method. The Bowser method stops the leaks in the oil department, etc.

Now, these are arguments you daily apply and you preach them from morning till night. But just between ourselves and on the quiet, are your selling methods leak-proof? Are you wasting energy through misdirected efforts? Are you losing time and prospects through your system of working? Is this lost motion, waste of power, labor, time and opportunity making inroads on your quota?

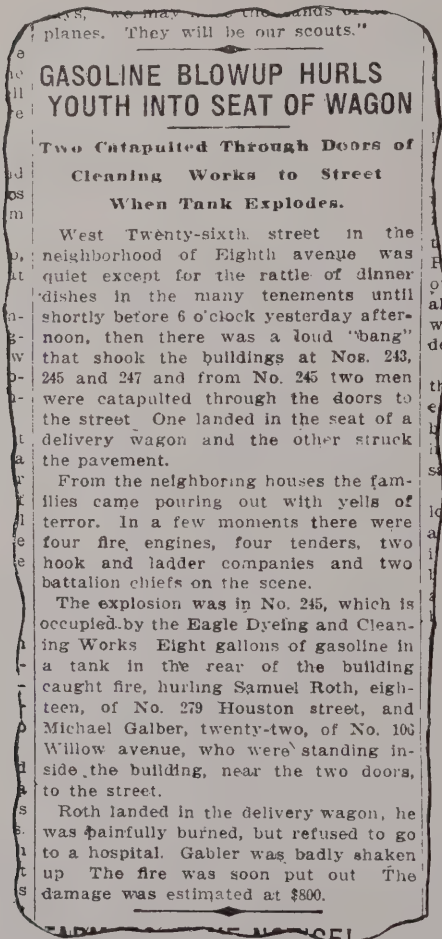
IS IT CRIMINAL NEGLIGENCE?

Though we live in a land where pestilence is rare and famine a stranger, long is the list of deaths annually occurring thro another agency that could be prevented. A belief in false economy which blinds a man to the truth that an investment is a saving. An error which makes a man so keen for money that it de-thrones his reason, over-powers the intellect and masters his love for his fellow man; that persuades him to value the possession of wealth more than protection to life and property. Or perchance the fault of negligence.

* * *

Is it not a moral erime to postpone the installation of a life-saving agency where danger is so imminent?

* * *



The above clipping, sent us by E. P. Dolan, appeared in the New York World, and illustrates the danger of gasoline when improperly stored regardless of how small the quantity may be.

In one of his most successful books Julian Ralph tells of a Cow Puncher he met away out on the plains "about sixteen miles from nowhere," who was pulling a cow by the horns and dragging it to town. In answer to the inquiry why he was doing it, the Puncher made reply: "Because its necessary to do it, that's why."

Deponent sayeth not what became of the Cow Puncher, but if the facts in the case would be known, you would find that he arrived at his destination, for when a man uses initiative and applies the necessary work to accomplish it, it is usually done.

They are the kind of men who have set the red blood of this old world tingling with the consciousness of an accomplished purpose. Stout hearts are they who accept the condition in the race of life, knowing that at the end there is a victor's crown; faint hearts are they who knowing the lion is in the way refuse to go out in the street.

The world's great battles are not fought in sheltered spots, but in open arenas where competitors are salesmen seeking to deliver the goods and captains of industry striving to keep the plant going to its full capacity.

When a Grant sees that he has a large quota to make, you will see him buckling down to his task with greater ardor than he ever buckled sword in any war of Rebellion. When a Sir Walter Scott must write Waverly Tales to clear his quota, out from the brain spurred by the task comes the keenest kind of work.

When a Samuel L. Clemens finds his quota threatened, then you will find him digging orders by the power of speech, that which shall give him competence for his old age.

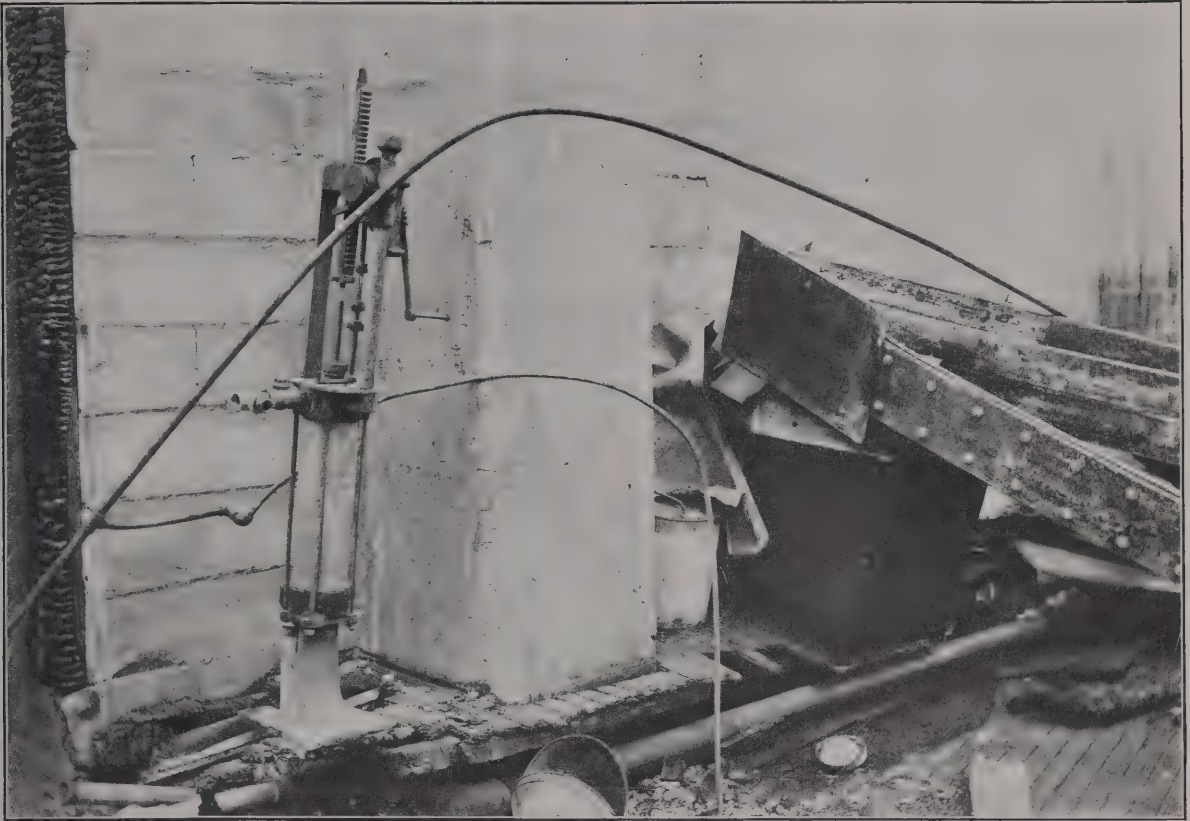
For the man who is possessed of an unconquerable, unyielding, determined, persistent heart there is no such thing as fail.

* * *

If you feel your quota heavy, don't waste energy worrying about it. Expand your strength in carrying it. Lift it to your shoulders and with genuine grit, grace and gumption in your heart tote it to the end of the way and when the end of the way is reached, great will be your strength, greater your reward, while your greatest satisfaction will be found in the thought: Because I had it to do, I did it.

* * *

It is reported autos will be cheaper. The price of cars may be reduced next year, but let us hope the auto girl will remain just as dear as ever.



The above photograph illustrates the terrible results of the Maxwell-Briscoe Garage Fire at Albany, New York, which occurred about five weeks ago.

The picture conveys an idea of how fierce this fire was. The intense heat warped the pump to an angle of twenty-five degrees. The gasolene tank is of three-barrel capacity and contained one hundred gallons which, of course, remained intact, as usual.

The intense heat melted parts of the Lubricating Oil Pumps, but the outfits could have been repaired had not some heavy girders fallen on them, putting them out of commission.

There were sixty-five automobiles lost in this fire, and the loss is estimated at \$100,000.

The owners' appreciation of our goods would take pages to tell, but the following facts would make further remarks superfluous:

A few days after the fire, they placed an order with our Mr. Devereux for a Cut 41 Gasolene Pump, two Cut 52 Lubricating Tanks, and in addition, a portable Gasolene Tank, Cut 121.

* * *

When it comes to geographical boundaries, Bob Johnson is no surveyor at all. In a sprint for an order last week he followed it right into Canada. Keep your ear to the ground, Mr.

Zahrt. Methinks Manager Hance would like Bob to play in his back yard all the time.

* * *

Now, what do you think of that? Murry felt miffed because in mentioning the prize winners in the Fort Wayne sales contest we did not run a special edition stating that the 1st and 2nd prizes were taken by men in his division. That's splendid; but, say, Murry, if your district does that good in the October contest the Boomer will print the winners' names in red and extend your subscription one year. If you win the three prizes we will—but say, there are seven other districts.

* * *

When speaking of the AAA class we notice the boys refer to it as the "Gumpper class" because he was the first to be in it. Now who will give a name to the AAAA class?

* * *

E. C. Lawrence, who travels in Missouri, was married Sept. 14 and has feathered a nest at Springfield. By-the-way, E. C., would you mind giving us your "closing argument?" We feel it would be read with much interest by McConnell, Bachers, Armstrong and several others.

Mr. Lawrence, our compliments to you, sir, and felicitations to your bride. Congratulations!

HELPFUL HOWS.

In the following you will find several arguments that are used by some of our old and successful salesmen and which are reproduced herewith in the hope that some of the new boys may secure a new thought from them.

How do you overcome the difficulty when a man says he does not sell enough oil to pay for the installation of a tank, say \$20.00 per week?

This situation will require a talk on cleanliness, convenience, etc., but here is an argument a little more concrete: You invest your money in a house that will bring you from 6 to 8 per cent. You do not expect the rent of this house to pay you back the original investment the first year. Then why expect an investment in an oil tank to do it? You buy an oil tank on the same principle for \$77.00. Seventy-seven dollars put into the bank brings you 4 per cent. With your method of handling oil, you are losing a large per cent. on every hundred gallons you sell or at least at the rate of 1 cent per gallon. Figuring fifty weeks in a year at 20 cents a week, you lose \$10.00 a year. Ten dollars on an outlay of \$77.00 is 13 per cent. Where can you invest money that will bring you more than 13 per cent. on a safe investment?

* * *

In practically all localities there is more coal oil sold in the Fall and Winter than any other period of the year, but in a territory where the Winters are very cold, one of our old salesmen uses this argument, which applies where the oil is kept out in the back shed or in a cold room:

In buying your oil from the tank wagon and bringing it into your store where a Bowser tank enables you to handle it, you secure an increase in volume between the contraction and expansion. The expansion on oil is about 1 per cent. to 20 degrees of heat. You can readily appreciate what this amounts to when its about zero outside and you bring it into a room of 60 degrees temperature.

* * *

Frequently you will find a salesman that can work the prospect up excellently, but fails to get the order because of a weakness on the closing argument. Of course the close is really the sale, although conditions leading up to it have a great bearing. To lose your head at this time is to lose the order. There is a knack about closing business.

In a certain case where one of the boys was experiencing difficulty in closing business, his case was investigated and the trouble was found to be that at the close he would become excited and be so anxious to get the signature

and display such intense emotion that he would actually lose it.

A very successful method when exploited just at the right time is to talk over with the prospect the location of the outfit, suggesting where it can be best placed in his store, and if it is a cellar outfit get him down in the cellar and while down there measure the height, etc. If it is a cut 10, go out and talk over where the tank could be best placed against the building. Some of our most successful men use this as a close, after they have the prospect far enough along of course, and to the looker-on it is simplicity in itself. It's good.

* * *

Mr. J. Milton Tucker tells us of an experience he had recently with an indifferent prospect and the method he used in securing the buyer's attention. It is certainly a very original method and the conversation, as stated by Mr. Tucker, was as follows:

(Salesman entering store of Jones & Co.)

Salesman—"Good morning, Mr. Jones. Do you drink Coco Cola?"

Mr. Jones—"Sure, I do."

Salesman—"Do you know, Mr. Jones, that the Coco Cola people are spending over half a million dollars a year for advertising? We beat that (producing model). There are over a million users, making from 30 to 100 per cent. each year with the Bowser Oil Storage Equipment. This fire-proof, self-measuring outfit is doing the work. (Here he is interested and consumed 30 minutes of his attention to properly demonstrate.) The prospect was sold.

P. S.—When asking the question, "Do you drink Coco Cola?" it was done in a way that the buyer thinks you are giving away Coco Cola tickets, and naturally "He drinks."

J. M. T.

The above is but an instance of the ingenuity of Bowser Salesmen in overcoming obstacles. It is intensely interesting, the ingenious arguments and methods that are thought out and practiced by our different salesmen.

Mr. Tucker travels in Texas, where Coco Cola is advertised by the distribution of complimentary tickets.

* * *

It's a cold wind that blows nobody good—a most unusual kind of a turndown that doesn't teach a salesman some point in the treatment of customers, which will avail him some time in making a sale.

* * *

It is a salesman's business not only to know all the reasons why customers ought to buy, but to anticipate the reasons which some customers will give for not wanting to buy.

The following interesting letter just received from the "I WILL" city, indicates they will take anything that's portable to make their quota. That bunch could make the Sphinx look the other way while some of them pried an order off a pyramid:

Boomer Editor:

For the information of the sales force, I wish to inform you that a new avenue has been found for the sale of the Bowser portable wheel tank.

Mr. W. H. Mason last week secured an order from a grocer for Cut No. 121 Portable outfit, \$270.00, his argument to the grocer being, that garage men were all making money selling gasoline to automobile owners; that just as many automobiles passed his store daily as passed the garage. This being true, a wheel tank in front of his store would attract the attention of automobile drivers and lead to his building up a different class of trade for gasoline; a trade that would buy from 5 to 20 gallons at a time.

Aside from the fact that Mr. Mason accomplished a nice stroke of business in discovering a new field of usefulness for the wheel tank, he has demonstrated that a good salesman who properly covers this territory, doing consistent and careful work, can secure a paying business and that no territory can be called non-productive.

The territory that Mr. Mason is working on the garage line has been considered by some salesmen as being scarcely worth covering. During the month of August, in this same territory, Mr. Mason secured the second largest amount of business of any salesman connected with the Chicago office. His work for the month was just another demonstration of the fact that nearly all salesmen feel that far away fields look green and every other man has a better territory. He proved by hard work, that this territory which had been pronounced "no good" was in reality a first-class field. The exhibition of this same disposition on the part of every salesman would mean a wonderful increase in the volume of business.

Yours very truly,

A. T. STATA, Dist. Mgr.

* * *

The Boston office held a salesmen's meeting in their division, Sept. 15 to 17, which was pleasant and profitable to all. The G. M. intended to make an address, but other matters prevented him from being there. He wrote them, however, and the letter was read by Mr. Anderson at the meeting. The Boomer managed to secure a copy, which we are reproducing herewith:

Mr. H. E. Anderson, Mgr., Boston, Mass.:

Dear Sir:—I note your urgent invitation to

be present at your Salesmen's meeting the 15th, 16th and 17th of the present month. I thank you very much for the same and should be very much pleased to avail myself of the privilege of being with you. On account of other pressing matters, however, it is not likely that either Mr. Bechtel or myself can be at Boston on the dates stated, although Mr. Corey expects to be, and Mr. Corey, now being General Sales Manager, the burden of securing business for the firm lies upon his shoulders, and is a responsible matter.

To the boys at Boston, Mr. Corey needs no introduction; they all know him well, and I am sure at this time they will rally around Mr. Corey and yourself, and every one of them will do his very best to bring the Boston end of the business up to the highest possible point.

It was a pleasure to me to note the nice business secured from Boston in the earlier part of the year. While your business for some weeks has not been near what it was, I trust this is only temporary and the boys will, with their hard, strenuous efforts, be able to even out-do what they did the earlier part of the year.

Right here, let me say that we are every day getting in better shape to take care of business received, are accumulating quite a stock at Fort Wayne, Albany and San Francisco, and are in far better shape to take care of a big business than we were several months since. While I know that you are keeping before the boys at all times the possibilities of the line, and am sure that the boys themselves are all aiming to get all the business they can, at the same time it may not be out of place to call attention to some of the possibilities of the line, and some of the reasons why it is a good thing for possible purchasers of Bowser outfits to equip themselves with an outfit.

It is said that Mr. Chalmers made the statement some time since that any man who needed any article and did not get that article, paid for the article even though he did not get it. Mr. Chalmers certainly said a wise and true thing when he made this statement, and I know of nothing it is truer of than of the man who could use a Bowser outfit in his business, or in his garage, and does not avail himself of the opportunity to purchase one.

I know that buyers, or possible purchasers of Bowser outfits, are inclined to think when a salesman is presenting his arguments for the sale of his goods, that they are to a large extent simply arguments for the selling of the goods, and not based upon real facts. Salesmen, sometimes, also because of continually meeting the opposition of the trade, get somewhat in the same frame of mind. The reason for the salesman and the possible pur-

chaser feeling as they do in this matter is because they really do not carefully analyze the situation. It is a kindness upon the part of the salesman to present his arguments in such a manner that the possible purchaser will see that the arguments are really based upon facts which he cannot well ignore.

We will take for instance the matter of the kerosene tank for the general store or grocery. In the first place, with but few exceptions, the stores that do the best business are those stores that have the neatest, cleanest and most up-to-date appearance. It is undoubtedly true that the stores which are not all that they might be, and still doing a fine business, would do a better business were the conditions better, that is, more neat and up-to-date.

In this day of agitation and education, along the line of the spread of diseases by uncleanness, people are going to demand, and, as they become educated, will more so demand cleanliness and purity upon the part of those who handle the food that they exist upon. Cleanliness cannot be secured unless merchants avail themselves of up-to-date methods of handling their goods. There is nothing that is handled around the store that is dirtier than oil. There is nothing that will contaminate other goods as quickly, or is more disgusting to up-to-date people than oil. Consequently, from a standpoint of cleanliness and up-to-dateness in business, no merchant can afford to handle his oil except in the best possible manner, which is always by a Bowser outfit. However, not only is it to the interest of the prospective buyer to purchase a Bowser outfit because of its cleanliness, but a very large per cent. of the fires in grocery and general stores are caused by the handling of their oil in an improper manner.

Many merchants do not realize the danger from fire when handling their different oils, and the great danger from handling gasoline, as many of them do; so from the standpoint of safety, the possible purchaser of a Bowser outfit should place his order for the equipment. There is not, however, only the matter of cleanliness and safety, but the matter of economy, and if many possible purchasers of Bowser equipment only knew or could be brought to realize the loss there is in handling their oils in the manner they do, they could not place their order for an equipment soon enough; but, like other leaks in their business which are below the surface, the loss is undetected and consequently not realized.

It is a part of the Bowser salesman's duty in selling the grocery and general store trade to try and get the merchant to realize what these losses are. This, of course, will vary according to conditions, and those conditions the sales-

man should carefully analyze before presenting his arguments to the possible purchaser. It may, however, be safely said that, without doubt, most merchants who are handling their oil by other systems than the Bowser are losing, because of over-measurement, because of the spilling over and running over of cans, funnels, etc., because of the spoiling of other goods which is often very disgusting to customers and lose merchants' trade without their knowing why they lose their customers, to say nothing of the loss of time which frequently means loss of trade, and losses from pilfering and other sources.

There are a number of other reasons which will appeal to you and the boys which I will not take time to mention, but the three that I have mentioned are certainly good reasons why the possible purchaser of a Bowser outfit for grocery or general store should buy, and why it is good business for him to buy. Frequently careless handling of oils with him, as with the dry cleaner, garage proprietor or private garage owner, means not only the danger of the loss of his property, but of the lives of his family, friends and neighbors.

In a recent conversation with the Manager of a district for one of the leading Adding Machine Companies, he made the statement that his company was now selling many Adding Machines to the grocers and owners of general stores, that the priced machine generally sold to this trade was from \$250.00 to \$300.00, and as the trade bought these machines and saw their practicability for their business, their trade with this class of dealers was steadily improving. This Adding Machine is certainly a very fine specialty, and we have a number of them in our different offices, and would not think of being without them, although some of them have cost us between \$500.00 and \$600.00.

The point I wish to make, however, at this time, is that while the Adding Machine Company has a splendid device, and undoubtedly of great benefit to grocers and general store owners, of how much greater value is such a device as ours to these same people, and if they can sell their machines to the grocer and general store trade, what a cinch we ought to have in selling an equipment to this same class of trade. This brings to me another point, and that is the kind of an outfit to be sold to the grocer and general store trade. We want to sell every grocer and general store in the country who can pay for one or more outfits as he may have need of. We want to sell him just the kind of an outfit that is best suited to his needs, and so we would not urge a higher priced outfit where a cheaper one is really what the merchant should have, and we urge

that salesmen sell to the cheaper trade, the cheaper outfits, and push this class of trade hard.

On the other hand, however, with Bowser outfits as with all other articles, the best are the cheapest, so that the merchant who can afford, even though he strain a point, to put in an underground system of 42's for his oils, and 41's for his gasoline, is not only getting the best and safest outfits for the handling of his oil, but he is really getting the cheapest outfits because they will last the longest and so, time considered, his investment is less per year of service than for the lower priced outfit.

In some sections our very high-grade salesmen are now selling scarcely anything else to the better grocers and general stores than the underground storage of 42's and 41's. Some years ago our business was altogether with the general store and grocer trade. Of late years the garage, factory and dry cleaning end of our business has become very large, with the result that some of our salesmen are inclined to look down upon the general store trade as not worthy of their mettle, and a business not to be desired. This is a great mistake, and the fact is that it takes, if anything, a higher grade salesman to make a grand success of selling the grocer and general store trade than any other class of business we are soliciting today, and no salesman in the employ of the company has any reason or right to feel that it is below him to work this class of trade, or not worthy of his mettle. There is really, in many ways, no more satisfactory trade to work than this very trade, and no grander results have been secured in our line than by some of the boys who have worked this class of business. Consequently, I wish to say to you at this time, push this line of work with your very best men. They will be all the better salesmen because of working among these grocerymen and general store dealers, more able to cope with the garage, factory, dry cleaning, or any other proposition that may come up to them in their work.

High grade outfits to good stores can be sold and will help the Boston office, its salesmen, and the firm. Not only is this true of Boston office, but everywhere in the organization, and all along the line the banner of the general store and grocer should be held high and nowhere allowed to trail in the dust. We are out for the business, every phase of it, and to all classes of the trade. **We have the outfits, we should get the business.**

What is true of the necessities of the groceryman or general storekeeper having a Bowser outfit, is true also, although in some cases for different reasons, with the Dry Cleaner,

Factory Manager or Railroad Company, or the Public and Private Garage.

It is frequently criminal to handle volatile liquids as they are handled, and many men if they could realize, or did realize, the real facts in these matters and could not remedy them would go insane because of the conditions; but because they do not know that the mine, powder magazine or bomb is at their feet, they do not realize the danger they stand in, and while hundreds and thousands of them go through this danger without the results occurring that are possible and probable, yet no man can know that he is not one of those who will not be so fortunate as to come through safely, and will lose perhaps his property, his business, his profits, his trade, his life, the lives of his family, his neighbors or his fellow citizens.

Now, Mr. Anderson, I know as I have said, you realize all of this, and the boys realize all of it. It is nothing new to you, but it is well for you to consider it occasionally, and for your salesmen to consider it. Yes, it is well for Mr. Corey to consider it, and Mr. Bechtel to consider it, for Mr. Polhamus to consider it, for Mr. Bowser to consider it, and for every one in and out of the business to consider it.

The firm is in business to make money out of Bowser outfits. You are in the business to make your living, and, if possible, save a few dollars for the rainy day. The other gentlemen who are in the management of the business are in for that reason, the salesman is in the business for that reason; but while that is true, it is just as true that the business of the firm of S. F. Bowser & Company is, to a large extent, of so great benefit to the community at large that we can all say in handling our business that there is a nobler and better reason than the mere making of dollars. If we ourselves can see this, and can go forward in the business as Managers and Salesmen, fully alive to the situation, we will be far more convincing in our arguments with possible purchasers; do a better work in the world for our fellowmen, and the dollar end of it will not suffer as a consequence.

I should like to tell the boys of these things again in person, because I believe them with my whole heart, and would like the boys to realize the full force of the facts; but if I am not permitted to be present, I trust that you will have a delightful and profitable meeting, and am sure that your own good self, Mr. Corey, and the boys themselves, will get all the good possible out of the meeting.

Assuring you again of my best wishes for the success of all, I am,

Yours very truly,

A. Z. POLHAMUS, Gen. Mgr.



Miller, 1b Tegtmeier, ss Wass, f and capt. Feistkorn, p Bechtol, 3b Lauer, f Misner, 2b and p
 Roberts, Mgr. Pettit, f McGinnis, f and p Loeffler, c
 Chas. Swartz, mascot

The firm has so much base ball talent among its employees that early in the spring another team was organized, known as the Bowser Blues. They are shown in the picture above and are a fast aggregation.

Never feel impatient with a man because he fails to agree to all you say about your line. He may not have your point of view. It is necessary that he shou'd, or there won't be any sale; and patience on your part is as essential in changing his viewpoint as knowledge of the line is in talking its merits.

* * *

GASOLINE FOR BATTLESHIPS.

It is rumored that the problem of putting automobile engines into battleships has been successfully worked out in England, and that in just a few years all existing navies will have been sent to the scrap heap.

This means that the present coaling station would be changed to Bowser gasoline filling stations. Where would their quota go if the Canucks got the contract for the British navy? Help! Help!

J. C. Bay started with us in September, working territory in Georgia, and took fifteen orders during the month, not quite an order a day. In some way, if we may, let us hope Bay will let us say to his credit, lay an order a day before he's gray.

* * *

One good idea put into effect is worth a thousand inspirations that have no outlet in acts.

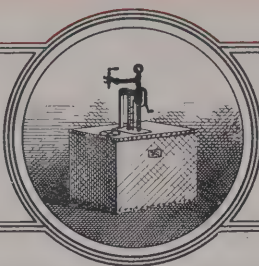
* * *

VISITORS AT THE FACTORY.

R. S. Johnson	F. C. Martin
T. C. Potts	J. M. Sitton
H. C. Carpenter	J. B. Heinen
J. H. Armstrong	S. A. Collins
Roy Beehtel	D. A. Howard.
E. E. Cummings	J. A. Downer
Jack Whitmore	J. D. Gumper
E. King	Mr. Tenney

"HUSTLE NUMBER"

BOWSER'S



BOOMER

Vol. V

OCTOBER 10, 1910

No. 7



**They are
Out to Beat
Their Own Record**

Hep, Hep, Hep, the boys are marching—all over this great Continent. Marching from the State of the Ordinary to the coast line of Excellence in Salesmanship. The Bowser Procession of over two hundred strong are marching away from the old limitations, the old average of results to a record that has never been equalled. Pledged to beat their own record, the Bowser Army is fighting harder than ever before. **With every man on the firing line until the last minute October will be a record breaker** that will be an appreciable "compliment to the General Manager."

SALESMEN'S CLASS STANDING WEEK ENDING OCT. 4, 1910

AAA

Bird, E. R.
Bleecker, H. E.
Gumpper, J. D.
Thompson, E. R.

AA

Crandall, W. V.
Heusner, G. L.
Johnson, R. S.
Milliron, E. L.
Richardson, F. H.
Todd, A. F.
Smith, W. C.

A

Bagby, A. E.
Benham, M. C.
Bowen, G. E.
Collins, S. A.
Dalgaard, H.
Dorsch, A. W.
Fitzpatrick, W. J.
Hessenmueller, K. F.
Roberts, J. G.

B

Caskey, E. M.
Cook, F. H.
Dietch, J. N.
Eggleston, C. R.
Kennedy, W. M.
Knoche, F. A.
Ladd, W. H.
Merickel, J. W.
Parker, W. S.
Paquette, N.
Peeples, F. H.
Schnabel, G. H.

C

Anderson, A.
Bowen, G. E.
Cashman, P. F.
Connolly, J. F.
Davis, J. M.
Devereux, F. M.
Duncan, R. L.
Eichelberger, W. F.
Hayes, E. P.
Heintze, Max
Homsher, J. E.
Jenkinson, W. E.
Jordan, M. S.
Laughrey, F.
Lindsley, H.
McGibeny, V.
Olson, J. C.
Pinkerton, J. M.
Potter, F. C.
Riverin, S. O.
Romer, Geo.

C - continued

Saunders, C. E.
Seymour, D. J.
Tucker, J. M.
Smith, L.
Ward, D.
Williamson, J. H.

D

Abel, J. C.
Bradfield, W.
Bentel, G. E.
Briggs, E. H.
Chase, D. W.
Chrono, R. E.
Deming, W. N.
Dobson, H. E.
Downer, J. A.
Earle, H. U.
Ginther, L. R.
Gustorf, E. B.
Harley, Geo.
Jeavons, H. J.
Law, C. P.
Libby, F. J.
Mann, W. M.
Mason, H. W.
McCracken, R.
Moffat, A. E.
Murphy, E. J.
Potts, T. C.
Purdy, H. T.
Rich, R. F.
Ring, N. A.
Robertson, W. Y.
Scott, G. W.
Sheehan, J. S.
Smith, J. T.
Ward, Jas.
Weiss, J. G.

E

Byrd, A. L.
Byrd, F. D.
Childs, G. W.
Dalgaard, Adge
Ettinger, E. C.
Fertig, K. H.
Ford, D. J.
Hartgen, A. G.
Henderson, L.
Hoffritz, C. W.
Keller, J. F.
Laverty, A.
Lawrence, E. C.
Lucas, O. G.
McCurdy, G. A.
McIntosh, R. E.
Morris, F. E.
Nicholson, H. J.

E—continued

O'Brien, W. J.
Olds, F. H.
Percival, A. T.
Rosconi, Nap
Ryan, D. A.
Sherlock, R. H.
Sibley, J. R.
Stoddard, S. D.
Thompson, R. E.
Van Horn, C. H.
Ward, J. C.

F

Alleman, W. D.
Austin, Osey
Carpenter, W. A.
Childs, H. D.
Dolan, E. P.
Englebert, E. A.
Kelly, C. H.
Klotz, E. F.
McCall, W. I.
McClure, R.
Milliron, D. N. B.
O'Neil, J. P.
Quarles, G. R.
Schlisinger, M. B.
Sitton, J. M.
Smith, O. P.

G

Bachers, H. P.
Bay, J. C.
Bienenstok, E. A.
Boshler, C. W.
Bosworth, W. T.
Burdett, A. G.
Brock, H. L.
Byrd, A. L.
Byrd, J. F.
Casey, F. S.
Cashman, J. A.
Coddington, R.
Collard, N. W.
Combs, H. N.
Cornell, A. B.
Crockett, H. E.
Denton, E. M.
Disher, E. W.
Dix, F. M.
DuBois, J. D.
Dunn, E.
Fansler, G. H.
Farlow, J. H.
Ferris, F. C.
Franklin, E. C.
Frierson, C. R.
Frost, C. S.
Gardner, F. J.

G - continued

Gaskell, W. H.
Hafner, G. W.
Hance, G. R.
Harris, H. J.
Hastings, G. H.
Holbrook, A. W.
Hough, A. H.
Hull, G. H.
Hunt, E. T.
Hyde, C. S.
Inslee, W. D.
Jenkinson, E. L.
Kershner, G. W.
Knott, O. G.
Lahon, L. H.
Lambert, N. P.
Lampkin, J. H.
Long, H. C.
McClatchey, S. F.
McComsey, W. R.
McCracken, J. O.
McIntosh, A.
Mathers, F. D.
Meador, L. S.
Medsker, J. H.
Pabst, N. A.
Pannel, N. B.
Patterson, L. L.
Peacock, D. A.
Pettit, W. F.
Phegley, F. G.
Potter, G. S.
Pratt, W. H.
Purdy, J. B.
Rahn, S. B.
Ratliff, A. G.
Riddell, Geo.
Robertson, W. R.
Rosconi, F.
Saunders, G. R.
Savercool, W. W.
Shields, D. H.
Short, C. H.
Smith, W.
Stephenson, F. T.
Stimson, J. H.
Stout, C. A.
Thompson, O. A.
Thompson, R. E.
Wagner, J. L.
Walker, E. P.
Walters, F. E.
Ward, F. B.
White, J. C.
Whitemore, J. H.
Whittlesey, G.
Williams, Joe
Willson, C. A.

The position of a name in the different classes has no significance as to the relative standing in that particular class.

Boys--It's up to Us to Make Good

Practically every man in our sales force, salesman, or office man, has promised that OCTOBER'S business will be the LARGEST in the firm's history. I, personally, shall be very much chagrined if it isn't, as it will be a poor "compliment" to the General Manager.

These first few days have not been encouraging, but I have the faith to believe that when our salesmen say: "They CAN do a thing," it WILL be done.

But, I want to urge that we get started right, for what we do not get now, means that much harder work at the finish. We ARE going to get it, for we all want to see that pleasant smile of the "G. M." when he sees that the sales force really "meant it" when they started out to show in what high esteem he is held by each individual making up the sales organization.

Let's make October's business a real indication of that esteem. Start today and keep it up 'til the last day.

Yours fraternally,

A handwritten signature in cursive script, reading "S. P. Bechtel". The signature is fluid and elegant, with the first letters of each word being capitalized and prominent.

Assistant General Manager

After reading your letter I grabbed my grip and bagged the first man I called on. You can count on my best efforts to make October the biggest month.

You can look for some orders from me.

I will do all I can to give our General appreciable surprise on November 1st., by making the biggest business for the month in the history of the company.

I love Bechtel, but oh you Polhamus. I am out for business any old time or place, my motto is "The greatest glory for the Bowser Company".

I am in hearty sympathy with your desire to make October the biggest month in the history of the business. I assure you of one thing positively, that I will be plugging away for all the business I can get and believe it will show well at the end of October.

All salesmen appreciate the efforts of the management to install such additional machinery and of all additions to the factory to the end that the facilities have been added, and now that the sales force to keep these facilities busy if to do.

I shall bend every effort to make October a banner month, which I can fully imagine will be a pleasant surprise to him on his return. Here's promising one hundred hours extra work for October - real hard earnest work, with the memory of Bowser quality, Bowser method and Bowser treatment constantly in mind.

I have worked just as hard as possible and promise to work just as hard during October. I will try and make this October the largest for business that you have ever received from me. I always want to please dear Mr. Polhamus.

Your letter received yesterday and reply beg to say that you can always rely on me to for Bowser & Company.

I wish from the bottom of my heart that you will get the increase of business so as to give Mr. Polhamus a very agreeable surprise. It will give me great pleasure, and I speak for the boys of this Division to make an especial effort to give Mr. Polhamus the surprise of an unexpectedly large October business. We will do our utmost.

I take pleasure in pledging 100% of my quota for October and as much more as my best efforts and earnest work will produce.

I will have a great deal of pleasure toward a pleasant surprise for A.Z. There is no one in the organization who will take more pleasure in joining the forces to make this the biggest month in the history of Bowser business.

I will certainly do all in my power to help roll up the biggest month ever. Pledging my very best efforts night and day, I remain.

I can assure you I will do my utmost and helping to make October a record breaker.

I pledge myself to do all in my power to the largest month in the Company's history and beat in the future - one to be proud of. I will get out our hammer and tongs until midnight and each remaining hour of the year.

It will give me great pleasure to contribute a share in the compliment and you may depend on me to exert my best efforts. I shall use all honorable means to break all previous records.

I am sure nothing will give me more pleasure than to work hard to show the G.M. how I can go for his benefit. If everybody was as square as Polhamus the world would be a much better place to live in than it is. So here goes for the benefit of A.Z. Polhamus. My Irish bids me "God bless him".

I trust we will be successful in making the biggest month in the history and cause Mr. Polhamus a smile on his face that would make a fellow like me say "Merry Ha Ha". I assure you I will power.

I hope we will be able to give Mr. Polhamus a surprise that will be a tonic.

Nothing could give me greater pleasure than to know that upon Mr. Polhamus' return the October business was all that he could possibly desire. I shall put forth every effort, working with this one thought in mind.

I hope to be in the list with help my fellow salesmen to make October and to make the G.M. proud of his compliment.

I can say that I will make a strenuous and untiring effort.

You may rest assured that I will work harder and write more business in this month than in any month previous.

I am heartily in favor of this and pled co-operation. * I am with U heart and soul.

Pleased to do all I can to make October a banner month. I will put every ounce of energy and power behind my work for the month of October and can assure you I will be near the top of the heap before the end of the month. I hope to be one of the "G.A.B." that can say I have made my year's quota before the last of October and please Mr. Polhamus with a good month's business.

If October does not turn out to be the biggest month the Chicago Office ever had, we shall be greatly disappointed. You may rely on us to do our damndest.

I shall do all in my power to make October a record month.

I will do everything in my power to make October the banner month in the year - make it an A.Z. month right.

You have my assurance that as far as a new man can do so, you will have my co-operation to make this month a hummer.

Here's to the biggest month as a compliment to the G.M. As a rule, October is a good month and a little harder work.

You can depend on me for the best I got not only in October but November and December. Here's hoping all three will be banner months.

You can rely on me doing my best.

I will do all in my power to get for the month. I will endeavor to make October my best also. This will please Mr. Polhamus and I will be

Will certainly do my utmost. You may count on my best efforts as the best possible showing. Here goes to make good for October. I shall certainly put forth my utmost efforts in doing my share toward getting the biggest month's business for October. The "G.A.B." will get it sure.

I will do the very best I can.

I am sending today nine points as a starter and trust to make my October business the largest of any month I have had yet.

I shall do all in my power. I shall do my utmost to give Mr. Polhamus the surprise you speak of.

I can promise a few good orders during the month of October and hope that my assistance may make up a grand total that will be a pleasant surprise to Mr. Polhamus. I will assure you my best efforts.

I will be out and after it. I shall take I shall take to make this the do my best.

I shall certainly try and turn in all the business I can between now and November 1st.

I celebrated the arrival of your letter by corraling a couple of orders to the tune of thirteen points. May I be one of the boys to help make the month a banner one.

I will do all I can to help make October a best endeavor.

Will do my best to give our esteemed G.M. such a pleasant shock that he will forget that he was ever ill.

You may rely on me to the extent of my best efforts and I most sincerely trust that your excellent plan of presenting A.Z. to the biggest month in the history of the business will meet the success it deserves.

It will be a great pleasure to assist all I can to make October a banner month.

I am with you and shall do all in my power to close as much business as possible.

I will certainly do all that is within my power to get all business closed in October that is at all possible.

No one would be more pleased than I to give Polhamus this happy surprise. I will do all that we may make good.

I have many strong incentives to get a good business not only for October but for the balance of the year. Let me need the money. 2nd - I need one of those fine traveling bags that Anderson has hanging up. 3rd - I want to help put those upstart Canucks where they belong. Finally - I wish to show my appreciation for the treatment received from Bowser & Company.

I will certainly do all that is within my power to get all business closed in October that is at all possible.

I promise you I will work every day. Being a new man with the Company, for shall make extra efforts to make October a compliment to the General manager.

I will put forth my best efforts to make October
mer month and a compliment to Mr. Polhamus.

I shall put forth every effort to write as large
ount of business as possible.

for surprising
olhamus, I will
part as I owe him
prise. I have
got over the one
ave me last January.
your plan a success.

Quoting one of your "Boomer" poets - "I will do
damdest".

Nothing would please me more than to help make this month
the largest in the amount of sales in the history of the
Company.

will accomplish results, you can depend on me.

at Philadelphia will make
District Manager.
We at Southern California will work our heads off
that Mr. Polhamus will be greatly surprised when he
the report for the month of October.

I will do what I can.

on me for as much as 100%

I am heart and soul with you in this effort.

et, I am

at may
month,
with

I will do everything in my
power and use every energy
to produce as much business
as possible.

Here's to success
the fulfillment of your
desire.

I will do the best possible to make October our
banner month.

I shall bend every effort to secure it. With best
for the success of the project and assuring you of
every effort, I am,

I would not consider any work too hard if it would
be of any benefit to A.Z., as there is no one I think more
highly of.

the quota mark this month

n doing all in my power
u may depend on me to

ut will do the best
the sales for this month.

I shall do my "very best" to get every order possible
expected of me to bring the business for the month of
October away beyond the expectations. Here's hoping
that we will swamp you as we did last Spring.

I can assure you of my hearty co-operation in this
matter for the simple reason that it will make more money
for Mac; for I am for Mac first, last and all times.
You are aware of course that "Jones" pays the freight
and it behooves me to hustle all the time.

I can assure you of my hearty co-operation in this
matter for the simple reason that it will make more money
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and it behooves me to hustle all the time.

I can assure you of my hearty co-operation in this
matter for the simple reason that it will make more money
for Mac; for I am for Mac first, last and all times.
You are aware of course that "Jones" pays the freight
and it behooves me to hustle all the time.

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for Mac; for I am for Mac first, last and all times.
You are aware of course that "Jones" pays the freight
and it behooves me to hustle all the time.

You can count on the
writer for full October quota.
Will do my share in the
surprise for A.Z.

I am right with you to make October the biggest
month. Be assured of my best efforts to close up all the
business possible during October.

My October business
will be larger than for
months, so that we can
make the "Old Man" glad

Will do all that I can in helping to give him a
pleasant surprise in October.

I will work in October as I have never worked before,
to not only surprise Mr. Polhamus, but to surprise myself.

You can count on me doing everything in my power
to increase my business.

It is my judgment that St. Louis will do its share toward
the testimonial which you have planned for our genial and
beloved General Manager.

I shall do my utmost to make October a banner month.

I am certain that every man in this division will
contribute to his utmost to make it a success. I would
do anything to please him and you can count on me working
over-time to make the surprise a success.

I feel confident that I will be instrumental in
making Mr. Polhamus feel that the salesmen have a great
interest in him.

I shall keep busy for the next three months and trust
October will be a banner month.

Will do what I can OF COURSE.

I will do everything in my power to help make
October the banner month in the history of the company

I will try to make this my best month.

I am going to do my best

Will be only too glad to do everything in my power.

I for one will use every effort to dig out of my
territory all the business that can be gotten out of it to
help make October the biggest month.

This is to assure you of my hearty co-operation in
making Mr. Polhamus sit up and take notice of the increased
business for the month of October.

I will gladly and most willingly try to help make
Polhamus' surprise deep and lasting.

I assure you I will make every effort to make
October the banner month especially in the cause you
mention.

Assure you I am willing to do anything to co-operate
with you and anxious for business.

The "possibility" is very good.

I shall certainly be very glad to do more than is
expected of me to bring the business for the month of
October away beyond the expectations. Here's hoping
that we will swamp you as we did last Spring.

I shall do my "very best" to get every order possible
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Assuring you that every one connected with the San
Francisco Office will do their share towards making October
and the balance of the year a howling success. we are,

You can count on the organization at this office to make
month in the history of the business. We say we will make

I am glad to be counted one small part of the great
aggregation of "Boosters" and will do my best to further
any part of the efforts towards greater sales.

I have been plugging hard to get my sales where they should
be and on learning the October purpose, I shall put forth an
extra effort.

I shall work to the limit to accomplish the desired
results. Here's hoping. I am off.

Aside from the personal wish to make good, will
do my best to make October the banner month in the
company history.

I hope it will be done.

I will do all I possibly can to get what is coming
to the Bowser Company.

You can count on me to do my best.

I am certain that every man in this division will
contribute to his utmost to make it a success. I would
do anything to please him and you can count on me working
over-time to make the surprise a success.

I feel confident that I will be instrumental in
making Mr. Polhamus feel that the salesmen have a great
interest in him.

I shall keep busy for the next three months and trust
October will be a banner month.

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I will try to make this my best month.

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Polhamus' surprise deep and lasting.

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October the banner month especially in the cause you
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Assure you I am willing to do anything to co-operate
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Bowser's Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

OCTOBER 10, 1910

What a tower of strength is represented on the center page of this issue. What a strong man proposes, that he performs.

Napoleon said: "Will power rules the world," and proved it. His own tremendous will power enabled this obscure boy to overcome all odds, master all men and nations, topple kings off their thrones, make over the map of Europe to suit him.

And it is this same power—the *Power of a determined will*—that makes all big men in every age successful. Erase the names of the men whose strong will overcame opposition, and you will blot out all great stories of achievement.

More than any other man living the salesman needs this power—the power to master men and obstacles. Every move he makes in selling goods is made against opposition—the unwillingness, indifference or sluggish delay of the prospect.

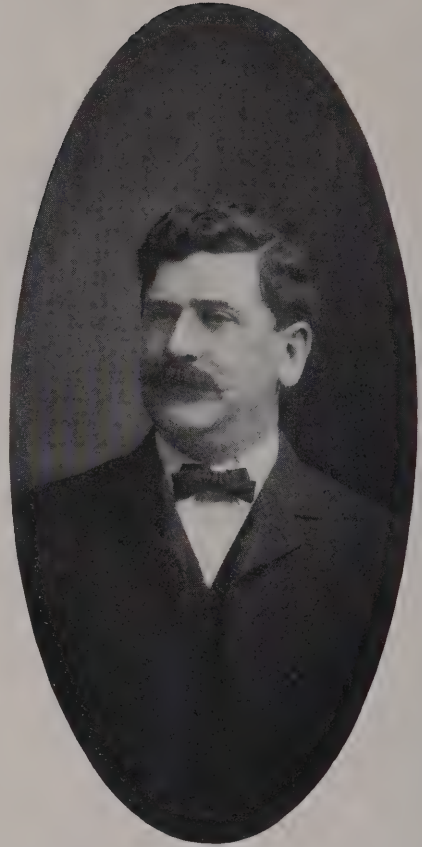
The Bowser host has resolved and determined to make October a record breaker. **THEY WILL.**

* * *

J. Theo. Smith is hard after them, all right. He just sold a Chinaman for 5 1-2 points. If we had to take the pay for it in Chinese money it would take a box car.

* * *

The Boomer has outgrown its old quarters so much that we are now occupying the windowsill just outside of Mr. Bechtel's office, so please don't tell the editor to "roll over." But what we were going to say, is, that now we know why he always had such a broad smile after receiving his mail—it was those encouraging salesmen's letters.



Mr. J. M. Sitton, who is an old "war horse" at the selling game, and has been on the firing line for Bowser & Co. a number of years, has accepted the Superintendency of the Atlanta District. Mr. Sitton has exceptional qualifications for the position and the travelers in that district will appreciate his genial personality and capable assistance. [Note.] Mr. Sitton is a constant reader of the Boomer and has our unqualified endorsement.—[Ed].

* * *

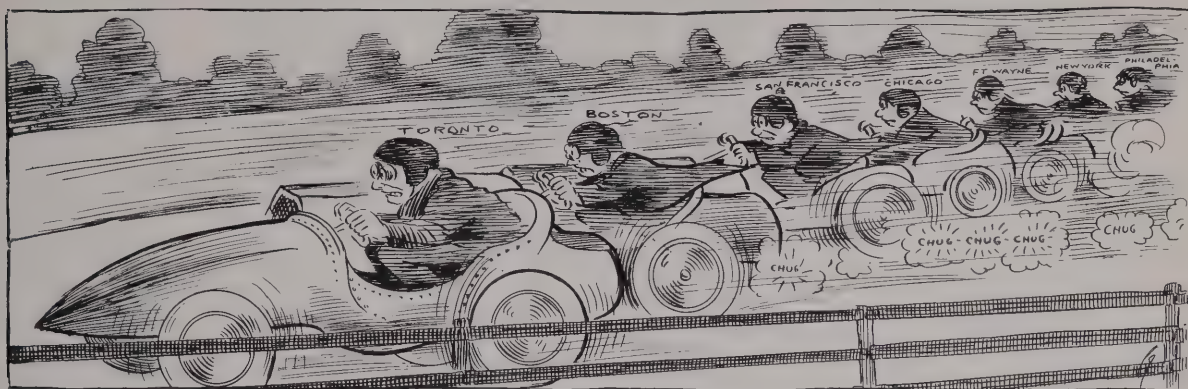
In the last issue the Boomer was not sure where to place the money in the Tablet Race. Since then, however, we have received a tip and we're now ready to plunge in both the Tablet and Quota Race.

* * *

This cool snap prompts a fellow to send for his overcoat at In Hoe Signo Vincennes, Indiana. "Jever" stop at that Hotel?

* * *

The cover on the last Boomer got ahead of them all—don't you think?—or did you muff that. Anyway there was quite a demand for them among the stenographers.



Here they are!

Here they are: Their rotation hasn't changed, but their position has. Boston only leads Frisco now by 2 1-10 per cent. Chicago has gained and is only 3 1-10 per cent. from second place. The difference between Fort Wayne, Philadelphia and New York is tapering down and there is going to be a mixup there before long.

Of course, you know the Fort Wayne Sales Division have eight stalwart District Superintendents. Well, they have a quota contest of their own, their present line-up in the race is shown by the black lines.

J. H. Armstrong

L. P. Murray

H. C. Carpenter

C. E. Neff

J. M. Sitton

J. H. McConnell

C. C. Barnett

J. B. Heinen

We think that it would be best that these gentlemen take a trip to Europe for their health about January 1st, if the Fort Wayne Division don't finish 1—2—3. Don't you?

✻ ✻ ✻

Talk of "predatory" wealth in connection with J. M. Pinkerton, because he just bot an automobile, is all Stuff, Bluff and Guff. That Pink has wealth cannot be denied, in view of the fact that last year he bot a house and this year an auto, but Pink got 'em thru hustling with his little Bowser Model.

❁ ❁ ❁

It is what we think, and what we do, that make us what we are.

Strong men infuse into their work a deal of their own spirit, and their words are charged with a suggestion and meaning beyond the mere sound.

With over two hundred salesmen feeling deeply, and thinking sanely, and vibrating together, the prospects are bound to fall into line, don't you think?

Since going to press we have received resolutions and pledges from the following gentlemen, but too late to place in the center page:

F. W. Devereux
John G. Weiss
Chas. W. Boshler
Frank B. Ward
T. H. Rhodes.
F. T. Stephenson
D. A. Ryan

A. B. Cornell
R. S. Johnson
J. O. McCracken
W. N. Deming
H. P. Bachers
J. H. Medsker
E. J. Little

* * *

No contest has ever been entered in which the same spirit has been evinced, man for man, in and out of the office of the Ft. Wayne Sales Dep't. I can promise that the love and esteem in which our Gen'l Mgr. is held by our men will insure the utmost endeavor on the part of all. You will find F. W. loyal to the last. *3 hit*

st. *Zahrt*

* * *

We just received an order from the Frisco office, which was sold by F. H. Olds to James J. Jefferies, the ex-heavy weight world's champion pugilist. The order was for 12 1-2 points and attached to it was the following challenge:

SAN FRANCISCO, Sept. 30, 1910

FOR ATTENTION BOOMER AND CHICAGO
OFFICE

Another proof that Jim Jeffries can not come back. Olds knocked him out in the first round and got his order for an up-to-date private garage equipment.

We are ready to bet all the money that we can scrape up, that Chicago office can not put one over on Jack Johnson. Here's a chance for them to show what sort of stuff they are made of and if they win out, we will consider that they have an excellent chance of closing the year next to the San Francisco office.

D. S. JOHNSON, Dist. Sales Mgr.

From one view point, this is all there is to commerce; namely, the work of the seller inducing in the mind of the buyer these six mental states: Favorable attention, interest, desire, action, confidence, satisfaction. It is all, but that is a great deal. Any one who can successfully induce these six mental states in the minds of a high percentage of people within the area of his possible clientage is a business builder and will have a profitable business. (A. F. Sheldon.)

* * *

Explanations never explain why explanations are necessary.

* * *

An amusing incident related in the Ohio State paper came to the Editor's desk from an unknown source. In part the item is as follows:

"Hello, is this Blank's dry cleaning establishment?"

"Yes."

"You advertise that you do all sorts of dry cleaning, don't you?"

"Yes, we certainly do."

"Well, I have a very particular job on hand, and I am willing to pay whatever is right, if you can do the work."

"I am sure that we can please you."

"Well, what will you charge to dry clean my tortoise shell Angora cat?"

"A cat! Great cat! Madam, this is not a jest foundry!"

"And I am not jesting! I have a cat that I want cleaned in time for my party, and with

"Well, I am sorry to say that the last time we dry cleaned a French poodle, although the job was eminently successful, the dog took a fit and died. Since then we have strictly cut out the live stock business. I am sorry."

"And so am I, because I really must get kitty cleaned by day after tomorrow."



Tortoise shell Angoras are high-priced and delicate and the chill breath of autumn blowing upon their delicate skins, when those skins have been lately immersed in water, is apt to engender pneumonia and a generally fatal collapse. This was the reason for the owner's extraordinary anxiety to have pussy clean without subjecting her to a bath of soap and water.

The reception, however, was coming apace, so, against her own will and the cat's too, the woman gave tabby an old-fashioned tubbing with soap and water and carefully dried her in the sunny side of a room with a fire in it.

* * *

THE MAN WHO DOES

Today the man who does is the only one who is recognized.

What he has been or what he has done—

What he expects to do in the future—all these make a pretty story.

But, we like the sound of the foot steps of the man with red blood in his veins—

The man with fire in his eyes, energy in his movements.

Not a man who expects to do—some day,
But the man who is doing things—now.

C. H. YOUNG.

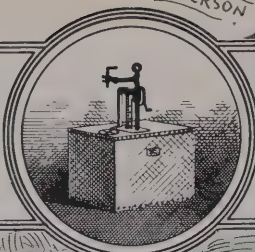
* * *



this changeable weather, I do not want to risk a cold by giving it a regular bath."

The Boomer is looking for a comic editor and the names of J. T. Connolly, Jim O'Neil R. G. Shulze and Ed Hayes have been suggested to us. We leave it to our readers.

BOWSER'S



BOOMER

ANDERSON

HANG

TO THE TOP
M.A.K.

SAVERCOOL

Vol. V

October 15, 1910

No. 7



ON! ON!!

Only 65 days more and the race will have been finished. The prize may be yours, Toronto, or yours, Boston, or perhaps yours, "dark horse."

Toronto is still blazing the trail and Boston is following closely. Frisco is only 4-5 per cent behind Boston and Chicago has cut down the distance from second place to only 1 1-2 per cent. New York has made a gain on Ft. Wayne and Philadelphia is striving hard.

The contest is getting so close that an extra effort on the part of only two or three men may win the contest for that division.

So go to the goal with the red blood spirit. Keep believing the goal will be reached by you and your division. More vim—but steady, and you are bound to win.

GRAB A ROOT AND PULL YOURSELF UP

SALESMEN'S CLASS STANDING WEEK ENDING OCT. 11, 1910

AAA

Bird, E. R.
Bleecker, H. E.
Gumpper, J. D.
Thompson, E. R.

AA

Heusner, G. L.
Johnson, R. S.
Milliron, E. L.
Richardson, F. H.
Todd, A. F.
Smith, W. C.

A

Benham, M. C.
Collins, S. A.
Crandall, W. V.
Dorsch, A. W.
Fitzpatrick, W. J.
Roberts, J. G.

B

Bagby, A. E.
Cook, F. H.
Dietch, J. N.
Eggleston, C. R.
Hessenmueller, K. F.
Kennedy, W. M.
Knoche, F. A.
Peeples, F. H.
Saunders, C. E.

C

Anderson, A.
Bowen, G. E.
Cashman, P. F.
Caskey, E. M.
Connolly, J. F.
Davis, J. M.
Devereux, F. M.
Dobson, H. E.
Duncan, R. L.
Hayes, E. P.
Heintze, Max
Homsher, J. E.
Jeavons, H. J.
Jenkinson, W. E.
Jordan, M. S.
Ladd, W. H.
Laughrey, F.
McGibeny, V.
Olson, J. C.
Parker, W. S.
Pinkerton, J. M.
Potter, F. C.
Purdy, H. T.
Schnabel, G. H.
Smith, L.

D

Abel, J. C.
Bentel, G. E.
Briggs, E. H.
Chase, D. W.
Chrono, R. E.
Dalgaard, H.
Deming, W. N.
Earle, H. U.
Eichelberger, W. F.
Ginther, L. R.
Gustorf, E. B.
Harley, Geo.
Libby, F. J.
Lindsley, H.
Mann, W. M.
Merickel, J. W.
Moffat, A. E.
Murphy, E. J.
Potts, T. C.
Rich, R. F.
Ring, N. A.
Riverin, S. O.
Robertson, W. Y.
Romer, Geo.
Scott, G. W.
Seymour, D. J.
Sheehan, J. S.
Smith, J. T.
Tucker, J. M.
Ward, D.
Ward, Jas.
Weiss, J. G.

E

Bradfield, W.
Byrd, A. L.
Childs, G. W.
Childs, H. D.
Dolan, E. P.
Downer, J. A.
Ettinger, E. C.
Fertig, K. H.
Ford, D. J.
Hartgen, A. G.
Henderson, L.
Hoffritz, C. W.
Keller, J. F.
Lahon, L. H.
Laverty, A.
Law, C. P.
Lawrence, E. C.
Lucas, O. G.
Mason, H. W.
McCracken, R.
McCurdy, G. A.
McIntosh, R. E.
Nicholson, H. J.

E—continued

O'Brien, W. J.
Olds, F. H.
Roseoni, Nap
Ryan, D. A.
Sherlock, R. H.
Sibley, J. R.
Stoddard, S. D.
Ward, J. C.

F

Alleman, W. D.
Austin, Osey
Casey, F. S.
Dalgaard, Adge
Englebert, E. A.
Kelly, C. H.
Klotz, E. F.
McCall, W. I.
McClure, R.
Morris, F. E.
O'Neil, J. P.
Percival, A. T.
Quarles, G. R.
Savercool, W. W.
Schlisinger, M. B.
Smith, O. P.
Thompson, R. E.
Van Horn, C. H.
Williamson, J. H.

G

Bachers, H. P.
Bay, J. C.
Boshler, C. W.
Bosworth, W. T.
Burdett, A. G.
Brock, H. L.
Byrd, A. L.
Byrd, J. F.
Carpenter, W. A.
Cashman, J. A.
Coddington, R.
Collard, N. W.
Combs, H. N.
Cornell, A. B.
Denton, E. M.
Dietch, H. F.
Disher, E. W.
Dix, F. M.
DuBois, J. D.
Dunn, E.
Fansler, G. H.
Farlow, J. H.
Ferris, F. C.
Franklin, E. C.
Frierson, C. R.
Frost, C. S.

G—continued

Gaskell, W. H.
Hafner, G. W.
Hance, G. R.
Harris, H. J.
Hastings, G. H.
Holbrook, A. W.
Hough, A. H.
Hull, G. H.
Hunt, E. T.
Hyde, C. S.
Jenkinson, E. L.
Kershner, G. W.
Lambert, N. P.
Lampkin, J. H.
Long, H. C.
Martin, F. C.
McClatchey, S. F.
McCracken, J. O.
McIntosh, A.
Mathers, F. D.
Meador, L. S.
Medsker, J. H.
Miller, A. J.
Milliron, D. N. B.
More, H. R.
Pabst, N. A.
Pannel, N. B.
Patterson, L. L.
Payne, C. B.
Peacock, D. A.
Pettit, W. F.
Phegley, F. G.
Potter, G. S.
Pratt, W. H.
Purdy, J. B.
Rahn, S. B.
Ratcliff, A. G.
Riddell, Geo.
Robertson, W. R.
Roseoni, F.
Saunders, G. R.
Shields, D. H.
Short, C. H.
Smith, W.
Stephenson, F. T.
Stimson, J. H.
Stout, C. A.
Thompson, O. A.
Wagner, J. L.
Walker, E. P.
Walters, F. E.
Ward, F. B.
White, J. C.
Whitemore, J. H.
Whittlesey, G.
Williams, Joe
Willson, C. A.

The position of a name in the different classes has no significance as to the relative standing in that particular class.

OCTOBER

ONLY 14 DAYS LEFT

We believe, as indicated by those salesmen's letters, October will be a record breaker.

The organization is not only stimulated by the fascination for a new record but is urged forward by a feeling of esteem and appreciation for the G. M.

There is not a Bowser man who is not in sympathy with it. There is not a Bowser man who will fail to do his utmost. Every man must keep it in mind in every effort, for we are out to make October a record that has never been equalled.

Harmony, Fraternity, Organization---the constant watchword of the Bowser Sales Force. They depict the causes of our past successes, they promise and assure us of a record for October.

It depends on you---the man behind the gun; the boys on the firing line; the travelers.

The air of jubilant prosperity that abounds in every section of our wonderful country signals you to the greatest you could hope for. Don't let's stop with "resoluting". Let's do more---what the Bowser men always do---make good.

EVERY MAN MUST HELP.

Bowser's Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

OCTOBER 15, 1910

Every Man Must Help.

* * *

Its easy to start an argument, but its hard to end one—sometimes.

* * *

The manager of the collection department has been urging us to give him the accounts of our delinquent subscribers to collect, and as a "talking point" showed us a sale of \$18.00 made Sept. 29, 1897, which they hammered on and finally settled Oct. 3, 1910. That's persistency all right, but no, Ed, we don't think it policy to stir any of our subscribers up just around election time, because they might vote for Joe Cannon for spite or send us contributions of poetry. Its surprising the ingenuity of some people's revenge. Anyway, its our advertising that buys our gasoline, not subscriptions.

* * *

Its too bad all you boys couldn't have been here during the Shriners' Mardi Gras last week. J. W. Runyan, I. L. Walker and Harry Bowser made their first foot-prints in the hot sands, and they walked stringhalted for two or three days after.

* * *

Bob Johnson brot in a 325 point Canadian order last week. Bob is quite a frequent visitor at Fort Wayne. It has only been seven order books ago since his last call.

* * *

S. A. Collins threatened to put the matter before Congress because through a stenographical error he was listed in the "A" Class instead of the "AA" Class in the October 1st Boomer. No, Collins, the Boomer is not an association that is dominated, nurtured, bolstered and fathered by a syndicate that refuses to appreciate genius. It was purely accidental. Gee, but it must have grated on his nerves, though, because he has only been in the "A" class ever since.

Brace up, Brother Sylvest, and buck center.

Do you get any benefit from the Boomer sales talks? We are not trying to outshine Sheldon, or even be considered in that class. We simply aim to give you a few new thoughts.

Briefly speaking, it amounts to this: We are endeavoring to uplift humanity in our own way. The time is coming when there will be nothing but thought. No need of the physical labor, which is but an expression of coarsened thought. To illustrate:

A man buys an auto or grocery. With our wonderful method all you do is to think what he needs and he will think what he wants. Then you vibrate together. To secure the order you then go into a trance—but hold on—not yet. Come out of it, if you're in one and please deliver the real goods for October.

* * *

Mr. Dunkelberg and Mr. Bowser have gone to Canada on a little hunting trip. We hope no stray bullets strike any of the Canucks, for the woods must be full of them the way they are hitting up their quota. When Dunk gets back we may run him in opposition to T. R. The object of S. F.'s trip was simply to get a rest. Yes, you'll find when he comes back that he got rest—didn't do anything. There is a possible chance of a report of their shooting—unless they use noiseless powder.

* * *

We strongly feel the need of a sporting column or pink sheet to take care of live news. With all these contests and betting going on we feel the loss quite sadly. As soon as we get some stakes to hold we will be able to finance something. As far as recording bets goes, we will do that on the wheel tank register.

* * *

The balance of the year will soon slip by and then comes the prize awardings for 1910 sales. How do you stand? Have you kept your eye on one, and will you get it? Look up your prize contest letter and read over the conditions. You may be so close to a prize that a strong finish will bring you out winner. There is some class to the salesman that can cop off a prize in the Bowser organization where there is so much sales talent.

* * *

Outside of orders we haven't heard from Hance for a month. We suppose he is so busy holding down first place that he hardly has time to expectorate. Drop us a line, W. R., and tell us how it feels to be 'way up in front.

THE "TABLET CUTTERS"



Johnson Bleeker Crandall Dietch Hassenmuehler Smith Caskey Saunders Jenkinson Kennedy Hayes Dobson

Here are the boys that have so much girth measure in their cerebellum. They have a transient itch to have things done "while I'm here," and they need it to stay in this race. But have you noticed the changes? Johnson passed Crandall and then Bleeker came right up to within 36 points of first place. Say, did you think Dobson was out of the running? Well, don't deceive yourself. That boy has a record as a prize winner and it's a mighty doubtful question as to whose name will be dropped in the next issue, as the difference between the last four does not total fifty points.

Maybe Jim Jeff can't "come back," but the Chicago office certainly can. The following is a reply to Frisco's recent challenge. The Boomer will gladly do the stake holding act and we hope that Savercool will kindly forward the \$2.98 promptly.

Boomer Editor:

The perusal of Mr. Savercool's recent letter containing such a sweeping challenge, made the writer sit up and take some notice—incidentally, it aroused my sporting blood, and if the Boomer Editor will consent to be stakeholder, I will wager 1000 shares of mining stock that the Chicago office will furnish the high man at the wind-up, and this mining stock certificate is printed in the most highly artistic manner.

In fact, the certificate resembles somewhat a lawyer's diploma, and if hung near the ceiling in Mr. Savercool's office, should he win it, he might be taken for a lawyer almost any time.

I will not ask him to put up as much money as this stock certificate cost me, but will be satisfied with his wagering \$2.98 in any kind of money, Mexican barred.

If it were not for the fact that I knew Mr. Crandall so well, I would almost be willing to wager two of these certificates. We await the acceptance of our proposition with much interest.

Yours for business,

A. T. STATA

We are all glad to take off our hats to such star salesmen as R. S. Johnson, with his fat factory business; W. B. Crandall, in prosperous Montana, where a dollar is classed as "chicken feed" and good old "Hess" in the Windy City, where customers drop in and throw a sixty point order over the transom before office hours; but it pains us greatly to observe the guilelessness and naivete displayed in Mr. E. M. Savercool's letter in the last Boomer. I only hope that when Mr. Savercool speaks of betting, he is speaking metaphorically or that they are using phony money, as there is a long, cold winter approaching.

We are not making very much noise about it, and our innate modesty forbids our boasting; but as a friendly tip to Brother Savercool so that he may copper his bets before it is too late, I don't mind telling the Bowser organization in strict confidence that the star salesman for the year 1910 will get his business from the famine district of the burned out northwest. This salesman's name is H. E. Bleeker and I wish to congratulate the above named salesmen and all other bright particular stars in the Bowser firmament on the fact that it takes such a king of salesmen to head the list which is honored by having their names enrolled upon it. In the meantime, if Brother Savercool really must bet on this contest, it would be well to "Bet his small change first."

We have, in this division, some other salesmen who are more than likely to be in at the finish, but again we are handicapped by our modesty and so must refrain from mentioning any more names.

L. P. MURRAY,
Division Superintendent.

FROM THE GENERAL SALES MANAGER

A question frequently asked me is, "How is business?" Happily, I can answer "good," but in doing so I have in mind the total as I see it every day. When each Territory, each Division, each District is analyzed, I can see the reason that that Quota is still below the 100% mark. Not much, but below, never-the-less. Of course the Quota is large, and it ought to be with the kind of men we have to make it. But this is the point--some Territories, some Divisions, some Districts are making progress--and in saying that, the story of the rest is told.

During the past few days, in response to Mr. Bechtel's personal letter, some splendid sentiments and "compliments to the General Manager" have been received and every one is appreciated; but the real returns are not yet in and the compliment aimed at is not paid, nor will it be until the October business has been entered. The Quota does not lack a great deal, ---only a little more than 2%---and a little spurt will make it up, but EVERY MAN MUST HELP---a few cannot do it all, and if we are to make that compliment to Mr. Polhamus real, it will be by vindicating the judgment used at the beginning of the year in assigning the Quota; but do not forget --- "EVERY MAN MUST HELP."

"The bee that gets the honey doesn't hang around the hive."

Yours very truly,

D. A. COREY.

* * *

Every Man Must Help.

* * *

Over-confidence has lost as many games as poor playing. Your business will never reach a stage where it will be safe for you to assume that you do not need to hustle any longer.

* * *

Every Man Must Help.

After stewing in the genius-laden atmosphere of our suite of editorial rooms (windowsills) and allowing the molecular vibrations of our brain cells to run riot, the fruit of our brain storm is the following poem which was inspired by the cartoon on our recent "Hustle Number."

Tune- Tramp, Tramp, Tramp, the Boys are Marching

Plug, Plug, Plug, I'm getting business,
I'll make my quota sure enough;
I've been working day and night
To make my prospects see it right,
So A. Z. will find October up to snuff.

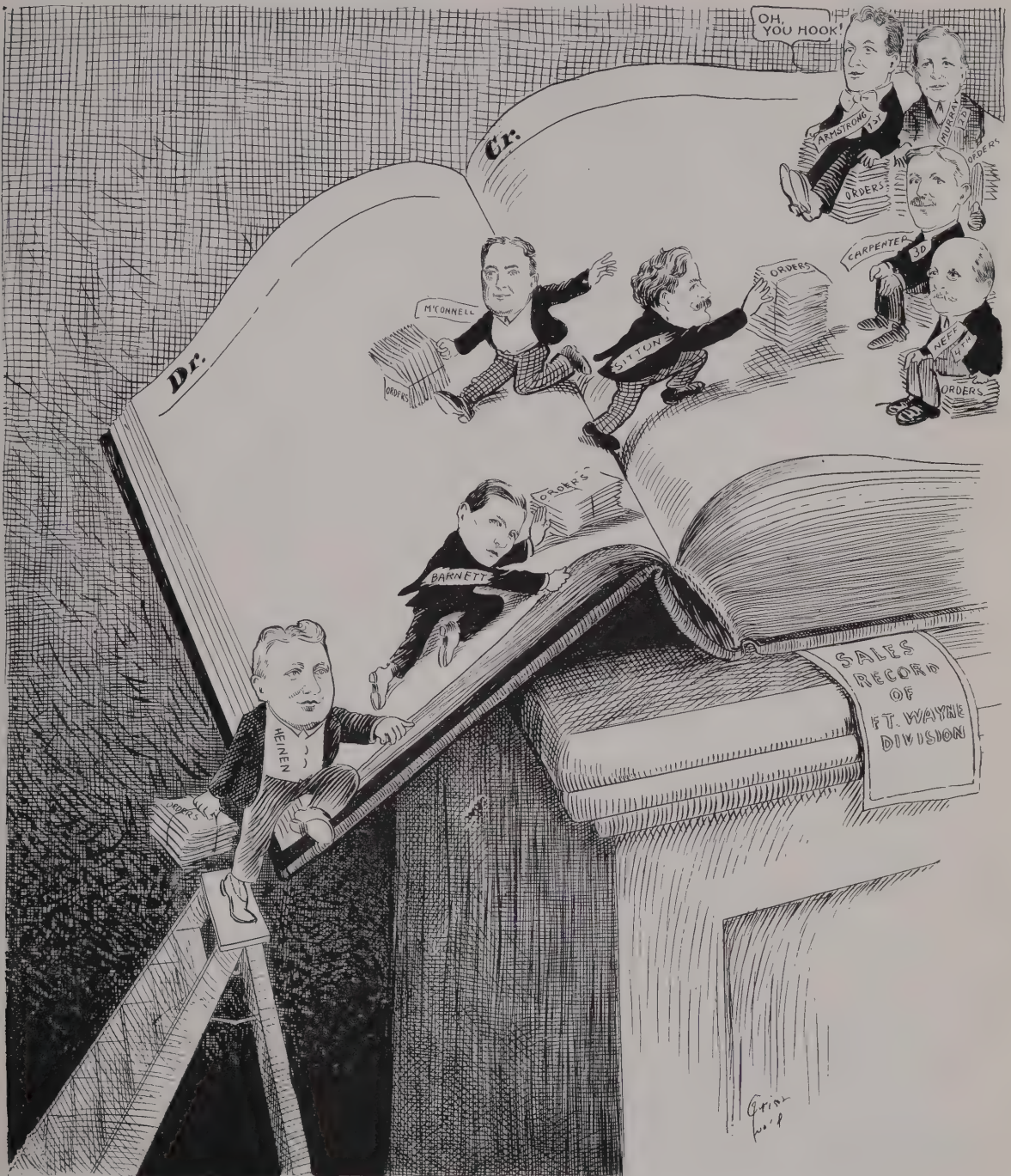
* * *

FORTUNE HAS FAVORITES

In one respect that is right. Fortune has her favorites. She loves the man who can toil terribly and keep toiling and never know when he is defeated; who counts each victory at night only a resting place, who the next morning is marching on to some new height of wisdom, of wealth, of goodness. Fame loves the worker.

* * *

We wish to take this occasion to mention the excellent business we secure from the general store trade. Although we make over fifty different equipments suitable to all lines of trade, there is no business that pays better to the salesmen and the firm than the grocery store order. It is upon this class of trade the business was founded; it was upon this class of business that the factory expanded and the larger per cent. of our business to-day is the grocery store orders. This line is almost a staple and it is practically impossible to work a territory full on it as there are continual exchanges for later models and larger tankage in addition to new merchants and non-users as prospects. It takes salesmanship for results, however, and they are excellent just now. Another thing, it is not confined to any one locality; for instance, there's Ring in Maine, J. C. Connolly in Massachusetts, Benham in the West, Merickel and others in Canada, Alleman and Heintze in the South, Bagby and Tucker in Texas, the boys out on the coast, and they are all getting an excellent business. It is especially active at this season, so get your share if you have the good fortune to be permitted to work that class of trade.



GET ON THE RIGHT SIDE OF THE LEDGER

The year is speedily drawing to a close. Soon the sales books will be balanced. Will your district be on the right side? Earnest efforts will put your district there, for they can conquer who believe they can. Every salesman wants his district on the right side of the ledger. Every district there will put the Fort Wayne division where it belongs. Concentrate upon your aim, stick to it and you'll win. **Feel** you can. **Think** you can. Then—you **can**. All the negatives that keep men down will flee before the onslaught of a determined, a persistent, a divine belief in self. That man is a success who **thinks** success—who **believes** success is his—and then starts in to make it his by developing the positive qualities of his own heart, head and hand.

Our railroad business for September was not great, but our spirits were raised quite a little by receiving an order for a large equipment from the Maine Central on October 1st, the result of Mr. Hyndman's efforts. This was followed by another from the Canadian Northern Quebec railway, which Mr. Hance, manager at Toronto, secured.

Mr. Hyndman was again fortunate in securing three small equipments for the Virginia railway, also a large order for pumps from a contracting firm of New York for a western railroad.

In addition to these we have received several small orders which totals our railroad business for the first ten days of October over 500 points. This is very gratifying.

A number of proposals were submitted to various roads last month and quite a few have been made this month, and others to follow. We are looking for some fair sized orders from our southern representative, which should come within a short time. Our western railroad business is a little slow at present, but we are looking to our energetic representative in that territory to hustle things for the remaining portion of the year, and no doubt his efforts will not disappoint us. The R. R. department expects to do their share towards making October the biggest ever.

* * *

As I sit at my desk this beautiful autumn morning, inspiring letters of resolution continue to come fluttering down to the editor like beautifully tinted leaves from the stalwart trees divesting themselves of their summer apparel. And likewise our resolute salesmen have divested themselves of the summer languor and are prepared for sieging the sales record for October.

* * *

We acknowledge receipt of replies to Mr. Bechtel's letter from the following gentlemen:

A. Dalgaard	R. F. Rich
F. M. Dix	D. J. Seymour
C. S. Hyde	C. H. Kelly
E. C. Ettinger	A. Laverty
J. H. Whitmore	J. L. Wagner
R. MacCracken	R. E. Thompson
B. N. D. Milliron	Grant Whittlesey
G. E. Bentel	J. G. Roberts
A. V. Burnett	H. U. Earl
E. M. Caskey	

PERSISTENCE

Persistence is a keynote to success. Persistence knows not faint-heartedness, is not acquainted with irresolution, never falters and never quails, falls only to rise again, sleeps only to wake. Persistence rights all wrongs. Persistence opens all furrows, reaps all harvests. Persistence invents tools, covers the world with factories and sells their products. Persistence circles the earth with railways and covers the sea with ships. Persistence founds all art and sciences and fills the temple with treasures. There is nothing that industry and persistence has not done; there is nothing it cannot do.

Industry and persistence will make October the largest month for sales in the history of the business. Away, therefore, with cowardice, away with hesitation and irresolution, for we are out for a record that has never been equaled.

* * *

Whenever I hear a merchant say, "No, my profits on oil are too small, I can't afford the investment of a tank," I know he hasn't fairly considered the proposition. Even should his profits be small, more is the reason why he should avoid the least bit of waste. Such an argument always reminds me of a fable with a moral I heard. Once upon a time a donkey fell into a deep hole and, after nearly starving, caught sight of a passing fox and implored the stranger to help him out.

"I am too small to aid you," said the fox, "but I will give you some advice. Only a few rods away is a big strong elephant. Call him and he will get you out in a jiffy."

After the fox had gone the donkey thus reasoned:

"I am very weak from want of nourishment. Every move I make is just so much additional loss of strength. If I raise my voice to call the elephant I shall be weaker still. No, I will not spend my substance that way." So the donkey settled himself back and eventually starved to death.

Long afterward the fox, on passing the hole, saw within a whitened skeleton and remarked:

"If it be that the souls of animals are transmigrated into men, that donkey will become one of those who cannot afford a Bowser tank."



THE BOSTON SALESMEN'S MEETING

By J. E. KING, Boston Boomer Reporter

A very instructive, helpful and interesting meeting of the salesmen in New England district was held at Boston office, September 15th, 16th and 17th, 1910.

The convention was opened by Mr. H. E. Anderson, manager. After a few remarks by him a letter was read to the convention from Mr. A. Z. Polhamus, general manager. This letter contained many helpful suggestions and valuable advice to the boys. The first subject that was taken up at length was "Paint Oil." The paper written by Mr. A. T. Stata, which was read at the convention at Fort Wayne in January, was re-read by Mr. E. H. Briggs. Mr. D. A. Corey followed this paper with a talk on the same line. The last half hour of the morning session was devoted to general discussion of the paint oil business.

Friday the salesmen assembled in the lecture room of the Boston Y. M. C. A. Automobile school and listened to a very attractive and interesting lecture by Professor Hosford of the Y. M. C. A. Automobile school on the subject of "The Necessity of Proper Storage and Clean Lubricating Oil for the Automobile." The particular points of this lecture you will find under another heading. Professor Hosford is considered one of the best authorities in this country on the automobile. He is perfectly familiar with the subject and graduates hundreds of students annually.

Saturday morning Mr. J. F. Connolly endeavored to sell Mr. F. H. Richardson a 5 bbl. Cut 1 equipment. Mr. Richardson then attempted to sell to Mr. D. W. Chase a 5 bbl. Cut 1 equipment. Both of these demonstrations were very interesting and instructive. Mr. W. J. Fitzpatrick spoke at some length upon the subject of "The Necessity of Systematic Working of the Territory," bringing out in this talk the thought that to get the best results from a territory it must be worked systematically and every person in the territory should be seen. He also emphasized the necessity of reporting daily on all calls made. Before closing the morning session the subject of "Lubricating Oil Storage" was called to the attention of the meeting by Mr. Anderson.

After the meeting we enjoyed an hour's sail down Boston harbor to Nantasket beach, where an excellent shore dinner was served at the Rockland hotel.

We had the pleasure of having with us during the convention Mr. R. S. Colwell, manager of the New York office, and also Mr. C. E. Saunders, of Rutland, Vt., who travels under Fort Wayne office. We also had the pleasure of having with us Professor Hosford, Mrs. N. A. Ring and Mrs. Lewis Smith on our trip down the harbor.

The convention was a great success from both a business and enjoyment standpoint and one that will not soon be forgotten.

LUBRICATION

LECTURE DELIVERED BY PROF. W. C. HOSFORD
AT THE BOSTON Y. M. C. A. AUTOMOBILE SCHOOL

With the best interest of the automobile owner at heart, probably the most expensive item is repairs. It is safe to say that ninety per cent. of the automobilists are ignorant of the fact that almost all of the repairs on an automobile are either due to insufficient or improper lubrication. From carefully prepared statistics and data obtained from repair shops, it has been found that, excepting tire trouble and accidents, ninety-five per cent. of the repairs can be unquestionably traced to this source. The deteriorating results are torn and mangled cylinders, warped and broken transmissions, differentials, etc., that are a common topic with the repair man. These conditions together with many others are due, principally, to poor or insufficient lubrication.

Let us consider the principle and theory of lubrication. Upon examination with a microscope, lubricating oil will present the appearance of minute globules, held together by a light fluid. The latter fluid merely acts as an adhesive medium between the globules, which rotate on one another something after the fashion of a ball bearing. Now, when two moving elements, as for instance the shaft and bearing, are brought in contact, no matter how carefully the surfaces are ground and polished, the result is friction and heat. The amount of friction depends upon the compression and area of contacting surface, assuming that all other conditions are equal; that is, the material of the same quality and the surfaces ground and polished equally. Therefore to reduce the friction to a minimum, the lubricant must be of such tenacity as to interpose between the moving elements a substance that will separate them from each other at a microscopic distance so that each independently work upon the globules of the oil.

It has been found that while the surface of a lubricant tends to reduce friction and the surface tension is extremely high, there is also a very large amount of internal friction in oil—that is, an apparent magnetism presents itself in the form of tenacity in the interior of the liquid. This feature is commonly known as viscosity, although it means more than simply a viscous fluid. It is therefore obvious that a lubricant capable of withstanding a pressure of one hundred pounds per square inch would not satisfactorily withstand a pressure of five hundred pounds per square inch and lubricate properly on account of viscosity. For this reason it is very impractical to attempt to use light cylinder oil on a shaft and bearing where a very

heavy oil should be used. Likewise it would be very impractical to attempt to use a very heavy oil to lubricate a cylinder.

With the former thought in mind the automobile engineer has decided that at least four grades of lubricants are required to give an automobile proper and satisfactory lubrication; cylinder oil, gear case oil, light machine oil, and non-fluid oil. Let us first consider cylinder oil. Cylinder oil is used to reduce the friction between the cylinder and the piston as low as possible. On account of the fact that the oil is distributed over the internal surface of the cylinder the oil is present when explosion takes place which is accompanied by high temperature and flame. Inasmuch as cylinder oil is a distillate of coal oil it contains more or less carbon. When the oil is burned by the heat and flame from the explosion in the cylinder, a deposit of carbon remains on the internal walls of the expansion chamber, cylinder and spark plugs. It offers great hindrance to the last, preventing regular sparking and together with its adhering to the walls of the cylinder makes a very noticeable decline in power. It has therefore been the aim of the refiner to reduce the per cent. of carbon in the cylinder oil to a minimum.

In the average car, each cylinder requires from five to ten drops per minute, which is fed by an automatic pump or by gravitation, the dropping being regulated by needle valves which are placed in sightfeed glasses in the dash board. Hence it follows that if the oil is not free from dirt and lint these feed pipes and needle valves will be choked with the following results: As the operator depends upon the number of drops per minute to determine whether or not his cylinders are receiving proper and sufficient lubrication, if dirt and lint should accumulate in the needle valve, it would of course diminish the number of drops per minute, and the operator assuming that his car is not receiving enough oil would increase the opening until the desired amount is obtained. The jolting of the car would be very apt to clear the feed pipes with the result that the engine would receive too much oil, resulting in excess carbonization in the cylinders. If by chance the operator does not see the diminished flow of oil, it would leave the cylinders without the proper supply and in a short time they would be overheated by friction and probably result in "freezing." If the amount of dirt in the oil is not sufficient to choke the feed pipes it is only a question of a short time before the cylinder and pistons are gouged and torn so that it is impossible to get compression, with the natural result that new cylinders and pistons must be obtained at the average cost of



Our Philadelphia Office, 1313 Arch St., J. G. Rodman, Mgr.

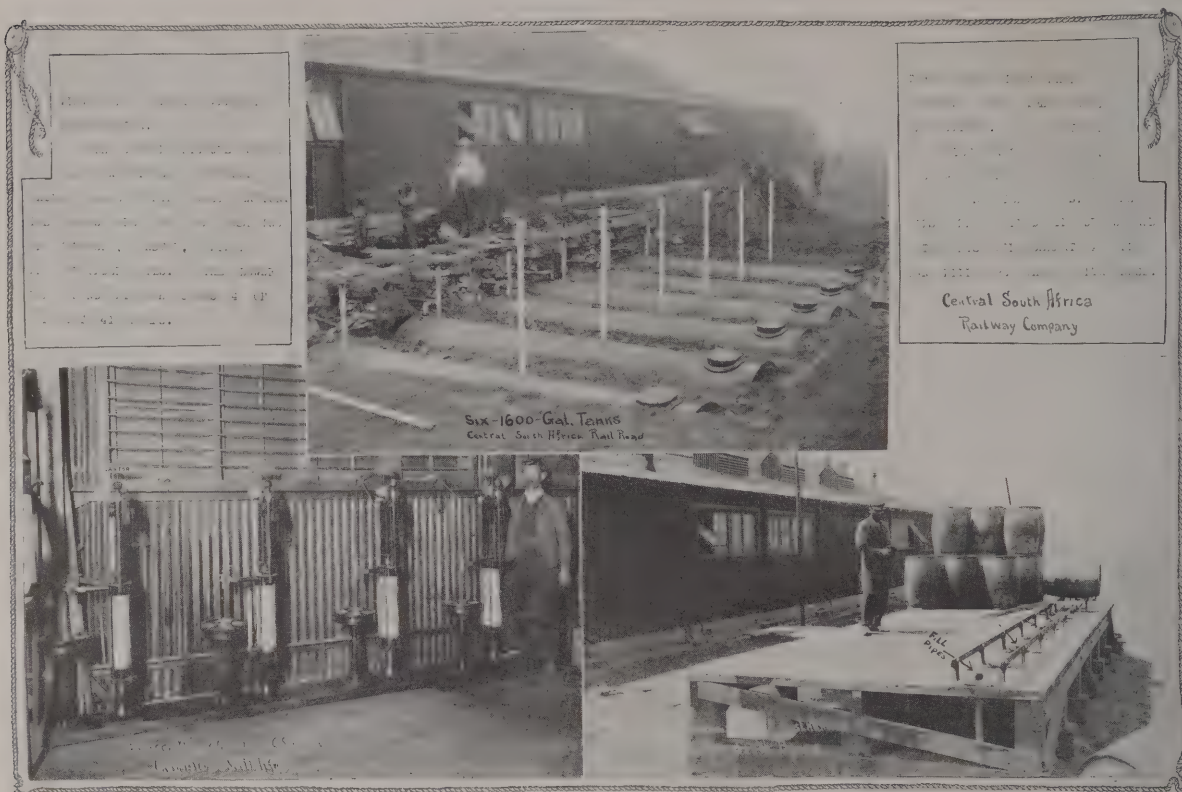
\$100.00 per cylinder. Hence comes the stand made by many automobile engineers: "It is ultimately as detrimental to feed an engine dirty oil as it is to give no oil at all, as in either case it spells DESTRUCTION."

The results of gear case and light machine oil are identical with that of cylinder oil, and it is hardly necessary to go into the minor details. A small bearing or cam in order to work properly has got to be right, and cannot be torn by dirt or have the temper drawn by overheating, for in either case it means rapid wearing of that part which in a short time produces a rattle. It only requires a few of these rattles before the car becomes very noisy, requiring it to be sent to the repair shop to be overhauled and means a large expenditure of money.

While the foregoing holds true as regards using clean lubricating oil, it is well to add that the same grade of cylinder oil should always be used. Many automobilists make the mistake of using various grades of cylinder oil in their engines. One week they will use one grade of cylinder oil, and the next week another grade. It is well that the automobilist

should store in his garage a quantity of each kind of the several oils he uses in his car. This particularly applies to the use of cylinder oil, as the changing of the grades of cylinder oil in an engine means the loss of power and the shortening of its useful life.

If the automobile owner should know these facts, is it not reasonable to assume that he is willing to save himself hundreds of dollars annually on repair bills by keeping a supply and by properly storing his lubricating oil? By properly storing, we do not mean storing the oils in barrels, but storing them in a scientifically and properly made oil tank where details have been carried out to the end of giving him not only a dirt and dust proof storage, but protecting him from losses as seepage, leakage, and waste and also to prevent him from endangering himself and property by fire. Although these last points are probably not as important as the former, it is surprising the amount of money that can be saved in this way. The lubricating oil tanks manufactured by THE S. F. BOWSER CO., INC., are designed for this purpose, and have been perfected by long years of practical experience.



The above pictures were sent to us by W. L. Reeder, our salesman at Johannesburg, South Africa. It is one of the six similar installations the C. S. A. R. have purchased. We quote below the last paragraph of Mr. Reeder's letter, which shows life is as intense there as elsewhere.

"I hope to be able to report in a short time that the BOWSER system will be extended to all the South African lines, which include Natal and Cape Colony.

"I am glad to receive the Boomer and will gladly contribute anything that I consider will be of interest to its readers. For the present you might announce "A DAUGHTER" born to Mr. and Mrs. W. L. Reeder, on August 18th. It's a long way to send the cigars, but you may accept the will for the SMOKE.

"W. L. REEDER."

The gentleman in the center picture with the white shirt is Mr. Reeder.

PERFECT PUMPS, PLEASE, AND GIVE PERPETUAL PLEASURE

The propagator of so many P's in a recent issue of the Boomer, before putting on his pajamas, might have added sooner to his perplexing plan, tho perfect, in problems he presented, by drawing a pretty picture of Profit and Perpetual Pleasure when using a Bowser. The system is progressive, persuasive, powerful, plain; the per cent. of quota pleasing, tho seemingly hard to obtain. Now, for P's so plentiful, please pardon, our purpose is pure and sane; dear boys, push Bowser and \$ Profit, Perpetual Pleasure try. It's the P that wins with me. Try! Try! Too, when pleasingly proclaiming mint. Polhamus will not complain to perfec-

tion your attaining, and profit adds to gain in the game, to your prospective purchaser. If pert, persistent, peppery, you'd tell Bowser places plunks in his pocket, and, don't forget, to the seller as well. W. D. ALLEMAN, (Copyrighted) Traveler in Texas.

* * *

Every Man Must Help.

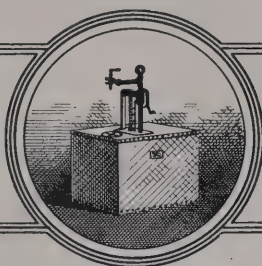
* * *

VISITORS AT THE FACTORY

Geo. H. Reubin	A. M. Guenther
E. M. Harding	H. C. Carpenter
J. H. Armstrong	R. S. Johnson
M. J. Dunkle	L. E. Beadle
A. T. Stata	J. N. Dietch
H. J. Nickolson	

SPECIAL PRIZE NUMBER

BOWSER'S



BOOMER

Vol. V

OCTOBER 24, 1910

No. 9



The above illustrates the Bronze Tablet upon which will be engraved the names of the three salesmen who secure the greatest volume of business during the year, regardless of the lines worked. This tablet will adorn the walls in the corridor of the main office, in a conspicuous and permanent position. For detailed description, see page 104.

SALESMEN WHO ARE ELIGIBLE FOR PRIZES AT THIS WRITING

"TABLET CUTTERS"

The three salesmen who secure the largest amount of business, regardless of lines sold, their names will be engraved on the Bronze Tablet.

R. S. JOHNSON

H. E. BLEECKER

W. V. CRANDALL

"AAA" CLASS

The salesmen who finish in this class are entitled to a wardrobe trunk and in addition will also receive special recognition.

H. E. BLEECKER

J. D. GUMPPER

E. R. BIRD

"AA" CLASS

The salesmen who finish in this class to receive a gentleman's wardrobe trunk.

F. H. RICHARDSON

A. F. TODD

R. S. JOHNSON

E. L. MILLIRON

E. R. THOMPSON

S. A. COLLINS

G. L. HEUSNER

W. C. SMITH

"A" CLASS

The salesmen who are in this class at the close of the year to receive a gentleman's complete toilet set.

W. J. FITZPATRICK

J. G. ROBERTS

M. C. BENHAM

A. W. DORSCH

W. V. CRANDALL

"B" CLASS

The salesmen who close the year in this class, to receive a traveler's combination set.

F. H. PEEPLES

J. H. WILLIAMSON

C. E. SAUNDERS

A. E. BAGBY

W. M. KENNEDY

F. A. KNOCH

J. N. DIETCH

G. H. SCHNABEL

W. S. PARKER

K. F. HESSENMUELLER

F. H. COOK

To the District Manager who secures the largest per cent of quota assigned to his respective district will be awarded either a silver plate or a diamond pin worth \$100.00.

W. R. HANCE, MANAGER CANADIAN DISTRICT

To the Fort Wayne Division Superintendent who secures the largest percent of quota assigned, will be awarded a diamond pin worth \$100.00.

J. H. ARMSTRONG

To the Division Superintendent finishing second will be awarded a gold watch worth \$75.00.

L. P. MURRAY

To All Salesmen:

This special number of the Boomer is issued for the express purpose of bringing to the minds of the salesmen the prize contest, which was announced in General Letter No. 218, February 8, 1910. Most of you, doubtless, have a copy of that letter, but at that time the definite selection of the prizes had not been made, values only being mentioned.

In that letter salesmen's standing, based on quota assigned, was divided into several classes, and that there may be a general understanding we enumerate the classes and basis of prize awards as follows:

All salesmen who secure for the period of forty-seven weeks, beginning January 31st, and ending December 23rd, 120% or more of their quota are in the "AA" class; 110% and less than 120%, "A" class; 100% and less than 110%, "B" class; 85% and less than 100%, "C" class; 70% and less than 85%, "D" class; 60% and less than 70%, "E" class; 50% and less than 60%, "F" class; less than 50%, "G" class.

Prizes, as illustrated and described in this number, have been selected for the "AA," "A" and "B" classes, no prizes being awarded to salesmen finishing lower than "B" and quotas being computed in the prize contest only on business secured by salesmen in our employ prior to July 1st.

In August it was deemed advisable to make some further distinction in recognition of work done and two new classes were created: "AAA" class, including salesmen who got 150% or more of their quota, and "AAAA" class, including those who made 200% or more of their quota. In the distribution of prizes these men will receive the awards of the "AA" class, but will also receive some further recognition at the end of the year.

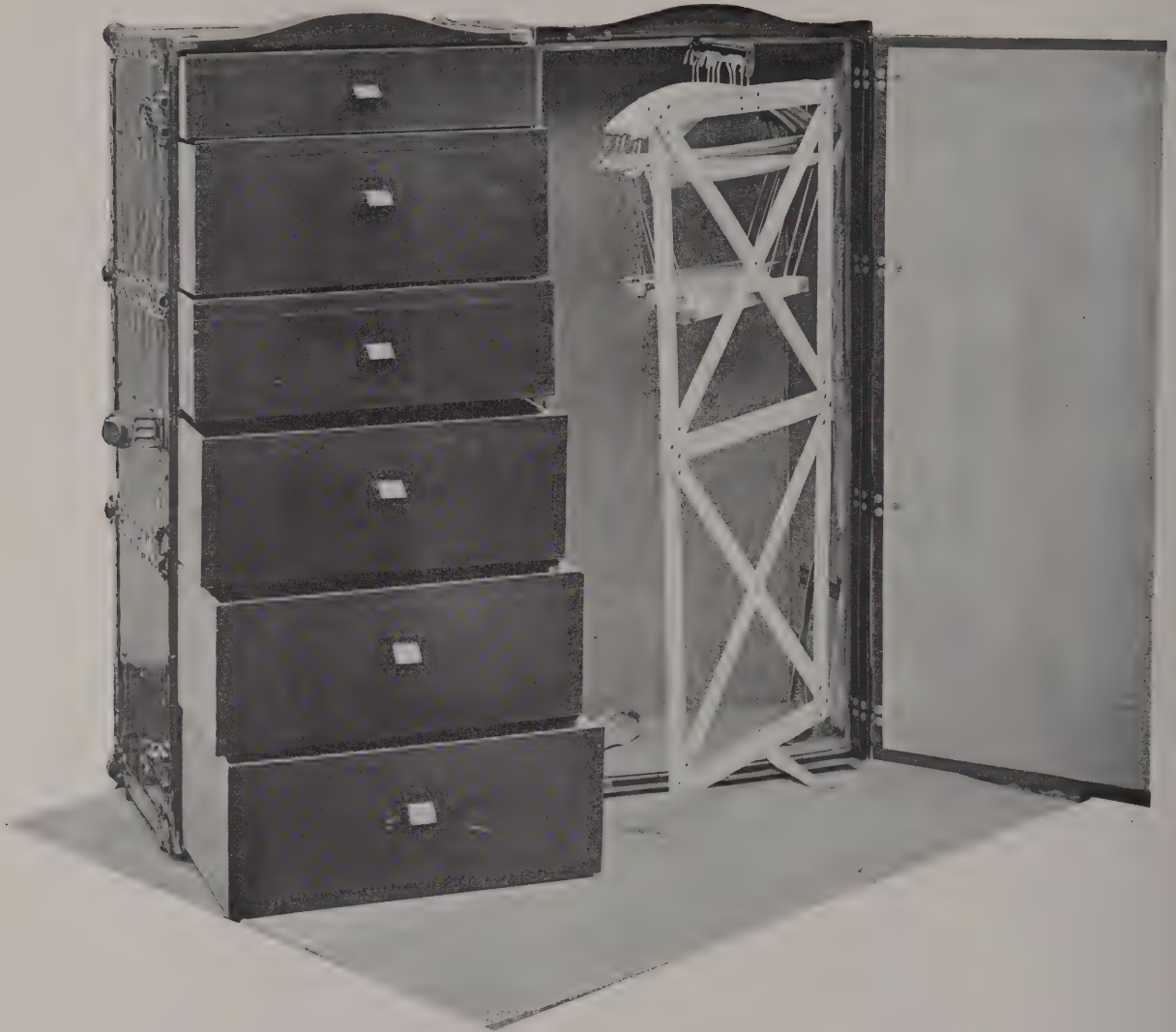
We believe you will approve of the prizes selected which were chosen with a view to their utility as well as their value. These are well worth your very best efforts and will, we know, be a source of pride to all who win them. All the articles are the best obtainable and specially made to our order.

In addition to these prizes will be the special honors won by the three salesmen securing the largest total business regardless of lines sold during the year 1910, up to and including December 23rd, and under which their names will be placed on the magnificent bronze tablet to be placed in the executive offices at Fort Wayne. This tablet will be a permanent record of the three salesmen making the highest total sales each year for six years and will be a splendid testimonial to the winners.

We hope this number of the Boomer will serve to stimulate the work of all salesmen, and we would be gratified to see the "G" class disappear entirely from the list and to have every name appear under the "AAAA" class. There is still time and opportunity to improve your standing and to get in among the top-notchers. There is no limit placed on the number of prizes we are prepared to furnish. The securing of the prize remains entirely with you.

In discussing the final arrangements before Mr. Polhamus left the city for his trip to Mexico and the Pacific coast, it was decided to call all of the prize winners into Fort Wayne for a banquet and for the presentation of prizes. The date set is Friday, January 6th, and as this comes during the week of the District Managers' Annual Meeting, it will result in a most enjoyable time. In this, as in the number of prizes which can be furnished, there is no limit and as many as can qualify will be welcome.

Yours very truly,
D. A. COREY,
Genl. Sales Mgr.



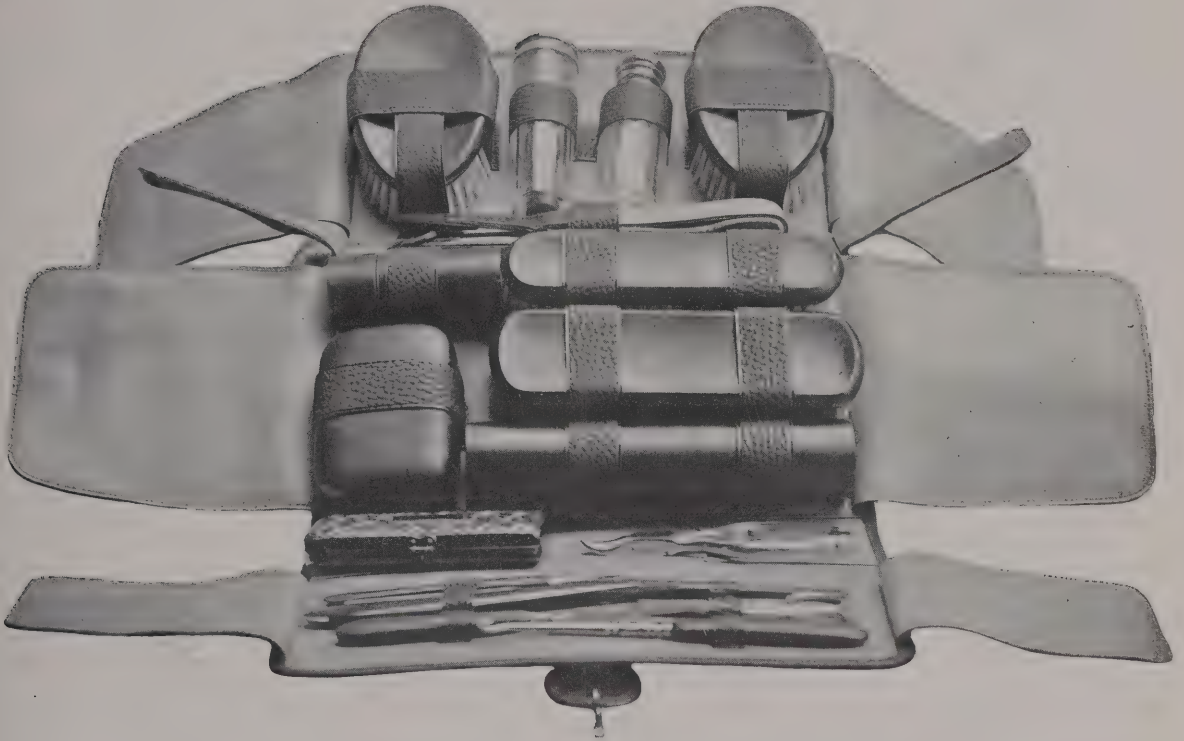
The above is an illustration of the gentleman's wardrobe trunk, which is the prize which will be awarded to all salesmen finishing in the AA Class. The prize will also be given to the salesmen finishing in the AAA Class and AAAA Class, but the last two classes are also to receive special recognition.

This trunk is constructed of three ply veneer, vulcanized fibre covering, modeled rawhide finish, equipped with brass plate malleable trimmings highly polished, and has a paracentric Yale lock. The lining is of the best Irish linen Keratol faced.

The wardrobe contains six drawers and a silk lined hat box. The wardrobe compartment is fitted with a full set of men's coat hangers, all riveted, and supplied with a divider to separate the more frequently used suits from your reserve clothes.

The size of this trunk when closed is 48 inches high, 21 1-2 inches wide and 25 1-2 inches deep.

This trunk is the finest of its kind possible to secure and retails for \$90.00.

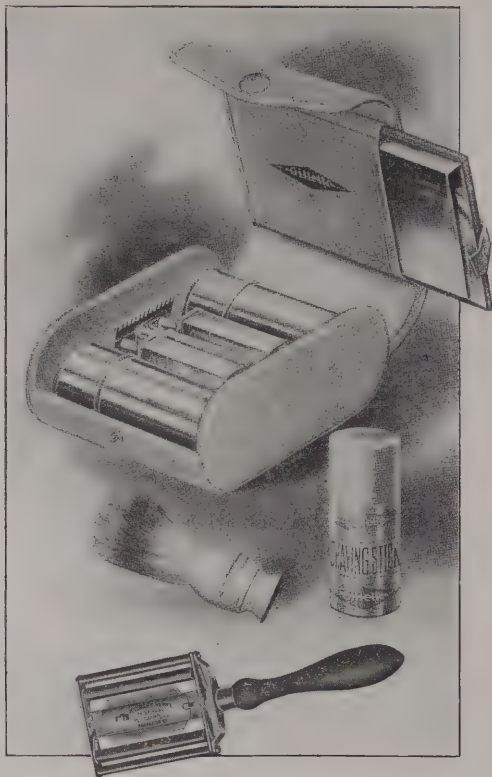


The above picture illustrates the gentleman's toilet set, which is the prize which will be awarded to all the salesmen finishing in the "A" Class.

This toilet set is a de luxe edition and especially constructed for this occasion. It is of black seal leather lined with light tan kid. The accessories are ebony mounted and contain the following articles:

- | | |
|---|-----------------------------|
| 1 Set Military Hair Brushes. | 1 Comb. |
| 1 Gillette Gold Plated Safety
Razor in gun metal case. | 1 Soap Box. |
| 1 Tooth Brush and Holder. | 1 Straight Razor and Strop. |
| 1 Nail Brush and Holder. | 1 Talcum Box. |
| 1 Shaving Brush and Holder. | 1 Tooth Paste Case. |
| 1 Shaving Stick and Holder. | 1 Pincher Nail Clip. |
| 1 Hat and Clothes Brush. | 1 Flexible Nail File. |
| 1 Cuticle Knife. | 1 Manicure Scissors. |
| | 1 Shoe Buttoner. |

This is indeed a handsome set and retails for \$40.00.



The above picture illustrates the complete Gillette Safety Razor shaving outfit, which is the prize that will be given to all of the men finishing in the "B" Class.

This set consists of Triple Gold Plated Razor; 12 double-edged Blades; fine quality Badger Hair Shaving Brush in Triple Gold Plated Holder; Stick Gillette Shaving Soap in Triple Gold Plated Holder; Auto Strop; Plate Glass Mirror; all contained in English Pigskin Case.

This set retails for \$15.

* * *

BRONZE TABLET

The following illustration is an attempt to convey to you the beautiful relief work and engraving of the Bronze Tablet, which is shown on the front cover.

The tablet is hand-carved from a solid block and has the very finest of scrolls and carvings, resplendent with rich and extravagant embellishments which speak more eloquently than words.

The size of the tablet is 20 inches by 30 inches and possibly five inches thick.

The scroll is of floral design which stands out in high relief, and the architectural scheme is designed to reflect simple elegance and is especially rich in that quality which is so much desired in ornaments of this character.

The figure represents the Goddess of Victory and in her hand is held the victor's olive wreath, which was the highest prize in the Olympic games of ancient Greece. The letters are raised



Side view of the Tablet.

engravers old Roman and rest on a raised base. The illustration fails to show the beautiful shades of the etching which are soft and restful.

The effect is certainly very beautiful and the depth and richness of tone of the subject is much enhanced by the surrounding border, which projects about two inches from the design proper, giving it a very massive and handsome appearance. The scheme represents the very latest ideas and designs of the craft and its permanency is absolute.

Distinctiveness, individuality, originality and superb quality are the characteristic features of this tablet and what we paid our four hundred dollars for.

When this tablet is dedicated or unveiled to the salesmen whose names will be inscribed thereon, we surely owe them a passing tribute, particularly as the future will remember them when our names are forgotten.

Ceaseless struggle and dauntless courage will mark their salesmanship while Fame pauses in her flight to weave a magic spell around their names and here record them.

Will yours be there?

Bowser's Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

OCTOBER 24, 1910

This special number of the Boomer is to tell you of the elegant prizes that will be awarded this year to our "Star Salesmen" as promised during the convention in January.

The illustrations give but a vague idea of their worth and beauty. Each article, however, is a de luxe edition of its kind.

These prizes are for "Winners" only. Thru the generosity and the wisdom of the firm, however, the plan permits everyone of our salesmen to be a recipient of a prize.

Every salesman who secures and finishes the year beginning prior to July with 100 per cent. of his quota (Class B), or better, will be numbered among the honored in the prize awardings. Here is a golden opportunity for every one of you to distinguish yourselves. Quite true there are only ten more weeks, but you all know that in practically every kind of race it is often the spurt at the finish that wins.

Valiantly strive to be among "those present" when "A. Z." sends out the call for the winners to come to his office and be decked with the honors and glory that are for victors only. Resolve to be in that company of Bowser salesmen who will be so highly emulated.

The prizes should inspire you to the greatest effort of your life, but far beyond their intrinsic worth rises the distinction, honor and record of the achievement in such salesmanship.

Finish the year with a full determination to win, and thoroughbred zeal, enthusiasm, propelled by desperation, fighting as only a desperate man can, we believe will bring the signal honor to which no doubt you all aspire.

We, therefore, beseech each one of you to dig, dig, dig, to make an individual record for yourself and to be among the honored winners at the close of the year.

* * *

NEW YORK

The New York office at the present time has no prizes of any nature being contested for. We are planning to start a contest beginning November 1st, to run until December 23rd, based on the largest percentage of business secured on quotas. This will be a general contest regardless of classes of trade or equipments sold. We had several interesting contests the first six months of this year, the winners of which have already been announced.

PHILADELPHIA

This Memo. is to inform you of the outcome of our last prize contest. The first prize of \$15.00, going to the salesman making the largest percentage of business on his quota for the period mentioned, goes to Mr. Eichelberger. The prize of \$10.00 for the salesman securing the next largest percentage of business on his quota, goes to Mr. W. S. Parker. Mr. Eichelberger secures the prize of \$10.00 for the store line salesman, securing the largest amount of business on kerosene outfits, excepting premier outfits and outfits under 2 bbls. in capacity.

Mr. McCracken has secured the prize of \$10.00 offered to the salesman selling the largest amount of private garage business during the period mentioned. The prize of \$7.50, offered to the salesman securing the largest amount of paint oil business, goes to Mr. Eichelberger. Mr. Parker secured the prize of \$7.50 offered to the salesman whose business shows the largest net profit in proportion to the amount of business sold.

In the period from October 1st to January 1st, 1911, we are offering a series of prizes as follows:

To the man obtaining the largest percentage of his quota, \$10.00.

To the man obtaining the highest class of business, that is, who has the greatest percentage that is regular in price, terms and conditions, \$10.00.

To the man securing the largest amount of factory business, \$10.00.

To the man securing the largest amount of orders for paint oil outfits, \$10.00.

To the man who sells the largest number of lubricating oil outfits to public and private garages we offer a prize of \$10.00.

To the salesman securing the largest amount of business on accessories, \$10.00.

* * *

TORONTO

It is very evident Toronto intends to maintain their position to the finish in the quota race, and just to give you an insight on the way they are entrenching, we quote from their letter as follows:

"We are certainly inaugurating the best campaign for business this month that it is possible for us to devise. We are out to win this year and of course, the more business we can secure for October, complimentary to Mr. Polhamus, adds just that much to our grand total for the year.

"In order to make October a big month, we have stretched our prize contest a notch or two and are offering a special prize of a gentleman's silk umbrella."

Those Canucks seem to be able to raise quotas, umbrellas, or anything else.

CHICAGO

The Chicago office is now conducting a prize contest which began September 12th and will last for a period of sixteen weeks, or to the close of the year.

The contest is for the largest quota percentage secured by salesmen. First prize, \$45.00; second prize, \$30.00; third prize, \$10.00. It is understood that to be eligible to these prizes, the three highest salesmen must have secured business amounting to at least 100 per cent. of their quota for the sixteen weeks.

On October the 15th, the five high men were as follows:

A. Lavery—First.....135 % of his quota
D. A. Ryan—Second.....125.2% of his quota
F. E. Morris—Third.....119.4% of his quota
E. B. Gustorf—Fourth....102 % of his quota
A. G. Lucas—Fifth..... 77.4% of his quota

* * *

BOSTON

At the present time we are running two contests at this office, one on the salesmen making the best showing on their business from August 1st to December 24th, and the other on the general line salesmen selling the largest amount of kerosene business during the same period. The contests are as follows:

The salesman making the best showing on his quota for the period beginning August 1st, will be presented at the close of the contest, December 24th, with a handsome trunk.

The salesman making the second best showing on his quota, for the same period, will be presented with an 18-inch genuine walrus traveling bag, valued at \$28.00.

The salesman making the third best showing on his quota, for the same period, will be presented with a heavy tan leather, 18-inch traveling bag, valued at \$18.00.

We will also present to the general line salesman who sells the largest amount of kerosene business during the same period, from August 1st to December 24th, a heavy tan leather, 18-inch traveling bag, valued at \$18.00.

The relative positions of salesmen on the quota contest, up to and including October 17th, are as follows:

1—N. A. Ring	9—D. W. Chase
2—H. D. Childs	10—H. U. Earle
3—F. H. Richardson	11—J. R. Sibley
4—W. J. Fitzpatrick	12—E. H. Briggs
5—D. J. Seymour	13—V. McGibeny
6—J. F. Connolly	14—J. L. Rowland
7—M. S. Jordan	15—Edward Dunn
8—Lewis Smith	16—H. G. Waite
17—F. H. Hill	

The relative positions of the general line salesmen on the kerosene sales contest, are as follows:

1—J. F. Connolly	7—V. McGibeny
2—N. A. Ring	8—Lewis Smith
3—F. H. Richardson	9—J. L. Rowland
4—H. D. Childs	10—H. G. Waite
5—D. W. Chase	11—F. H. Hill
6—W. J. Fitzpatrick	12—Edward Dunn

SAN FRANCISCO

The San Francisco office held a sales prize contest in their division during the months of August and September, and according to the per cent. of quota the winners secured, there was evidently some "tall hustling" done. The prizes were awarded to the three salesmen securing the largest percentage of their quota from August 1st to September 24th, and the winners were as follows:

Frank Laughrey, first place with 154% of his quota.

W. C. Smith, second place with 144% of his quota.

G. L. Heusner, third place with 137% of his quota.

The prizes consisted of silver photograph frames of \$25.00, \$15.00 and \$10.00 valuation.

George Romer did not get in on the prizes, but secured fourth place with 127% of his quota.

With all of their men going at a similar pace, it isn't any wonder that Frisco is within speaking distance of first place in the branch office race.

The Frisco office is now conducting a prize contest based on salesmen's quotas.

A \$25 prize for the largest per cent of quota.

A \$15 prize for the second largest per cent of quota.

A \$10 prize for the third largest per cent of quota.

Every other salesman who does not secure one of the three prizes but makes his quota, will receive a \$5 hat.

* * *

FORT WAYNE

The sales contest for October being held by the Fort Wayne sales division is getting very warm as it draws to the close. Their last contest was very interesting at the finish, as two of the winners only won out by the business they secured on the very last day of the contest.

In the contest now being held, six prizes will be awarded, distributed as follows:

Two prizes will be awarded the salesmen making first and second highest percentage of quota during the month of October, 1910.

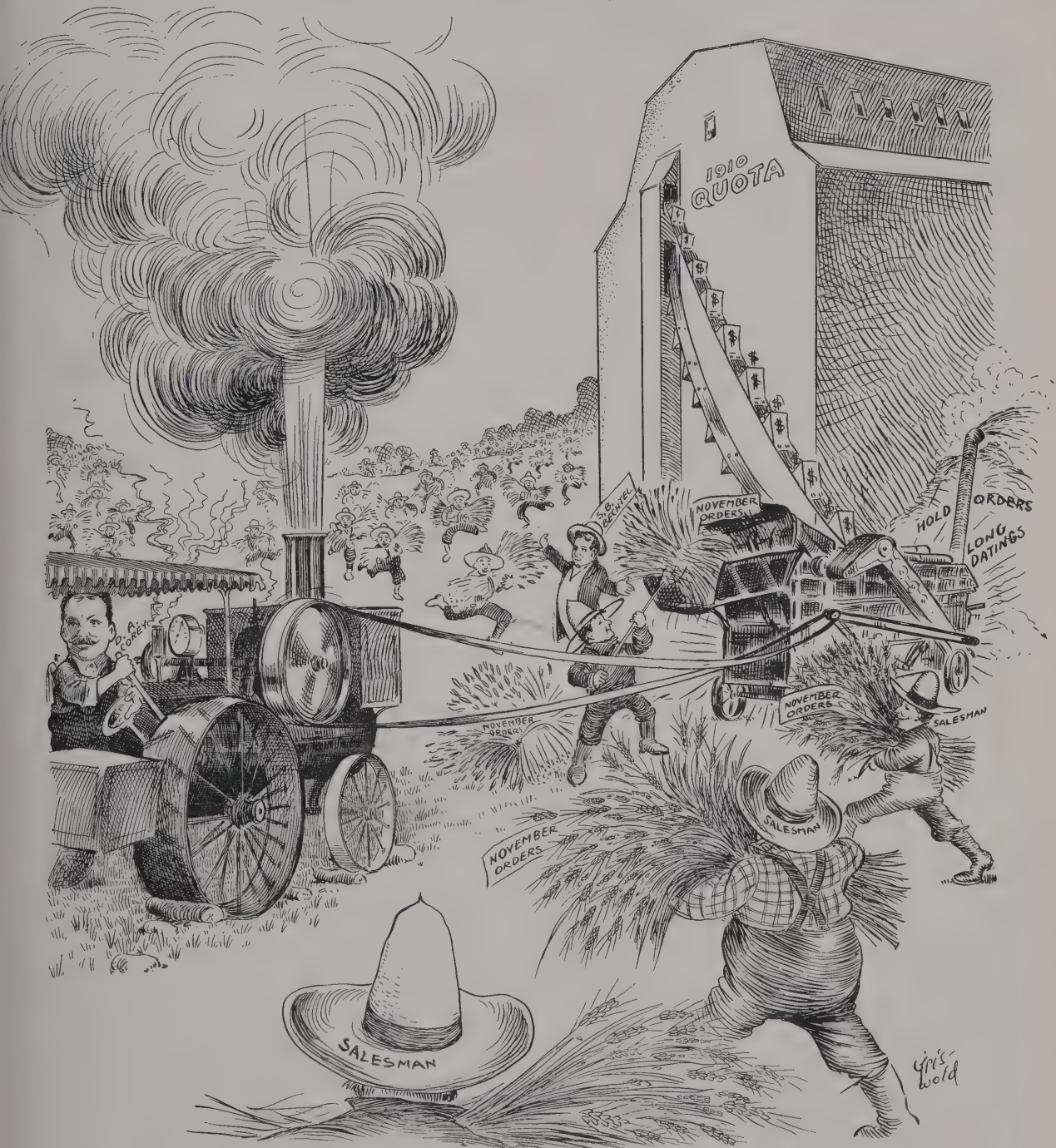
Two prizes will go to the men making first and second best record in a contest based upon the best average terms on orders.

Two prizes will go to the men who secure the first and second largest number of orders during the month.

On page 71 of the October 1st Boomer, we made the Murray division an offer on this contest, which we are willing to double. It looks like a seven to one shot to us, for surely the other seven superintendents won't let any one district take three straights on first prizes.

No. 10

THE GENERAL QUOTA IN WORKING THE FARM



HARVEST DAYS.

Harvest days are here and, if you have worked your farm persistently, we will easily fill that towering granary. Bring in the sheaves, boys, and keep the wheels grinding; we are a little behind on the grist—only 97 2-10 per cent to date.

SALESMEN'S CLASS STANDING WEEK ENDING OCT. 24, 1910

AAA

Bird, E. R.
Bleecker, H. E.
Gumpper, J. D.

AA

Collins, S. A.
Heusner, G. L.
Johnson, R. S.
Milliron, E. L.
Richardson, F. H.
Todd, A. F.
Smith, W. C.

A

Benham, M. C.
Crandall, W. V.
Dorsch, A. W.
Fitzpatrick, W. J.
Roberts, J. G.
Thompson, E. R.

B

Bagby, A. E.
Caskey, E. M.
Dietch, J. N.
Hessenmueller, K. F.
Kennedy, W. M.
Parker, W. S.
Peeples, F. H.
Saunders, C. E.
Schnabel, G. H.

C

Anderson, A.
Bowen, G. E.
Cashman, P. F.
Connolly, J. F.
Cook, F. H.
Davis, J. M.
Devereux, F. M.
Dobson, H. E.
Duncan, R. L.
Eggleston, C. R.
Eichelberger, W. F.
Hayes, E. P.
Heintze, Max
Homsher, J. E.
Jeavons, H. J.
Jenkinson, W. E.
Knoche, F. A.
Ladd, W. H.
Laughrey, F.
Olson, J. C.
Potter, F. C.
Purdy, H. T.
Rich, R. F.
Scott, G. W.
Smith, L.
Abel, J. C.

D

Bentel, G. E.
Chase, D. W.
Chrone, R. E.
Dalgaard, H.
Deming, W. N.
Earle, H. U.
Fertig, K. H.
Ginther, L. R.
Gustorf, E. B.
Harley, Geo.
Jordan, M. S.
Libby, F. J.
Lindsley, H.
Mann, W. M.
McGibeny, V.
Merickel, J. W.
Moffat, A. E.
Murphy, E. J.
Pinkerton, J. M.
Potts, T. C.
Ring, N. A.
Riverin, S. O.
Romer, Geo.
Ryan, D. A.
Seymour, D. J.
Sheehan, J. S.
Smith, J. T.
Stoddard, S. D.
Ward, D.
Ward, Jas.
Weiss, J. G.

E

Alleman, W. D.
Briggs, E. H.
Byrd, A. L.
Childs, G. W.
Dolan, E. P.
Downer, J. A.
Englebert, E. A.
Ettinger, E. C.
Ford, D. J.
Henderson, L.
Keller, J. F.
Lahon, L. H.
Laverty, A.
Law, C. P.
Lawrence, E. C.
Lucas, O. G.
McCracken, R.
McCurdy, G. A.
McIntosh, R. E.
Nicholson, H. J.
O'Brien, W. J.
Olds, F. H.
Robertson, W. Y.
Sherlock, R. H.

E—continued

Schlisinger, M. B.
Sibley, J. R.
Tucker, J. M.
Ward, J. C.

F

Bradfield, W.
Childs, H. D.
Hartgen, A. G.
Klotz, E. F.
Mason, H. W.
McCall, W. I.
McClatchey, S. F.
McClure, R.
McCracken, J. O.
Morris, F. E.
O'Neil, J. P.
Percival, A. T.
Quarles, G. R.
Roseoni, Nap
Savercool, W. W.
Smith, O. P.
Thompson, R. E.
Van Horn, C. H.
Walters, F. E.
Williamson, J. H.

G

Austin, Osey
Bachers, H. P.
Bay, J. C.
Beadle, L. C.
Bechtel, R. W.
Boshler, C. W.
Bosworth, W. T.
Burdett, A. G.
Brock, H. L.
Byrd, A. L.
Byrd, J. F.
Casey, F. S.
Cashman, J. A.
Coddington, R.
Collard, N. W.
Combs, H. N.
Cornell, A. B.
Dalgaard, Adge
Denton, E. M.
Dietch, H. F.
Disher, E. W.
Dix, F. M.
DuBois, J. D.
Dunkel, N. J.
Dunn, E.
Fansler, G. H.
Ferris, F. C.
Franklin, E. C.
Frierson, C. R.
Frost, C. S.
Gaskell, W. H.

G—continued

Guenther, A. M.
Hafner, G. W.
Hance, G. R.
Harris, H. J.
Hastings, G. H.
Holbrook, A. W.
Hough, A. H.
Hull, G. H.
Hunt, E. T.
Hyde, C. S.
Jenkinson, E. L.
Kelly, C. H.
Kershner, G. W.
Ligon, E. J.
Martin, F. C.
Mathers, F. D.
McIntosh, A.
McWaters, F. F.
Meader, L. S.
Medsker, J. H.
Miller, A. J.
Milliron, D. N. B.
More, H. R.
Pabst, N. A.
Pannel, N. B.
Patterson, L. L.
Payne, C. B.
Peacock, D. A.
Pettit, W. F.
Phegley, F. G.
Potter, G. S.
Pratt, W. H.
Purdy, J. B.
Rahn, S. B.
Ratcliff, A. G.
Riddell, Geo.
Robertson, W. R.
Roland, J. L.
Rosconi, F.
Saunders, G. R.
Shields, D. H.
Short, C. H.
Smith, W.
Stephenson, F. T.
Stimson, J. H.
Stout, C. A.
Tenney, H. D.
Thompson, O. A.
Wagner, J. L.
Waite, H. G.
Walker, E. P.
Ward, F. B.
White, J. C.
Whitmore, J. H.
Whittlesey, G.
Williams, Joe
Willson, C. A.

The position of a name in the different classes has no significance as to the relative standing in that particular class.

LARGEST CASH STORE IN BUTLER COUNTY

ESTABLISHED 1884

D. MUSKOPF

DEALER IN

**DRY GOODS, NOTIONS, GROCERIES, HARDWARE
HARNESS AND QUEENSWARE**

SOMERVILLE, OHIO, October 25, 1910.

S. F. Bowser & Co.,

Ft. Wayne, Ind.

Gentlemen:-

I desire to express my complete satisfaction in the gasoline tank purchased through your representative and for which the enclosed check makes payment. I hesitated investing the amount for some time, on the grounds of not selling enough gasoline, but I find that the investment is paying me a good dividend, as it has in three months increased my sales 65 per cent. Taking into consideration that the last 30 days were winter days, makes me consider the percent very large, and I am looking forward for a large gasoline sale next summer.

There is certainly no discount in quality, as I have been using one of your oil tanks for 13 years, without one cent of expense or one minute of loss. I certainly appreciate these features. Thanking you for courtesies extended,

I beg to remain,

Very truly yours,

D Muskopf

Bowser's Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

NOVEMBER 1, 1910

Hold your breath; hold it—there! Dobson just closed a 59 point paint oil order and we didn't want you to blow it off of the desk.

* * *

R. S. Johnson and his wife toured from Cleveland here in their car. Upon their arrival we run the car into the Bowser garage, where orders for 190 points were scraped out which he had used for a cushion. Pretty soft, eh, Bob?

* * *

We asked Johnson for one of his lithographs and as he pulled one out of his pocket a leaf on chisels which had been torn from a Sears-Roebuck catalogue fell on our desk. Bob flushed up when he saw we noticed it and admitted he was buying one for use on the Bronze tablet.

* * *

The Boomer hasn't met a great many of the salesmen's wives, but we are always pleased to entertain the dear girls. In fact we are thinking of starting a Ladies' Column so as to get better acquainted. If also they would just tell us how they manage their husbands the information would be useful to our managerial departments. Would it please you, ladies?

* * *

Both Hance and Colwell came to us for readings on the contest. We unfolded some awful secrets of the future and even Hance was much concerned about his future happiness unless every one of his men keep digging right up until the bell rings.

* * *

That prize number produced such an impression on J. Herbie Armstrong that it forcibly dragged him from the realms of high society in Michigan to interview us. We gave him a reading; but let me tell you, Murray, Carpenter and Neff, his feet are getting cold.

* * *

Don't get discouraged; it's often the last key on the bunch that opens the lock.

* * *

Little believes he's got the right line on the winners. We are not so sure about that. If you happen to read the dope sheet upside down you are liable to get the joke side uppermost, which will make you a little more tangled up, and twisted around than ever. Any of our subscribers that care to do any betting would do

well to confer with us for we have the diagram right in front of us and it has names on it that he didn't mention.

* * *

J. O. McCracken of the Philadelphia Office, made an exhibition play last week. He had been soliciting a private garage prospect for ten months during which time everybody that made a bottle, jug or jar had butted in. Now Mac got that biz for over 40 points straight list. That's beyond the limits of currency, Mac, when one of the "low browed" had even bribed the architect for 25 per cent. too.

* * *

Those "Tablet Cutters" will soon be rich enough to hire Morgan for their butler.

* * *

Prizes are given for what you do—not what you work at. You must be able to say "I have done," not "I have worked at" or "I can do."

* * *

Here's a sound piece of advice from Topeka, Kansas, hot from the pen of our J. Pierpont O'Niel:

"When Blue Devil and Discouragement comes along, don't invite them in to have a drink—take them out in the sunshine and open air and kill them."

* * *

In the Prize Edition of the BOOMER, we mentioned a prize of a \$100.00 Diamond Pin or Silver Plate to be awarded to the winning District Manager. This is the second prize, the first prize being a Silver Plate or a Diamond Ring worth \$150.00.

* * *

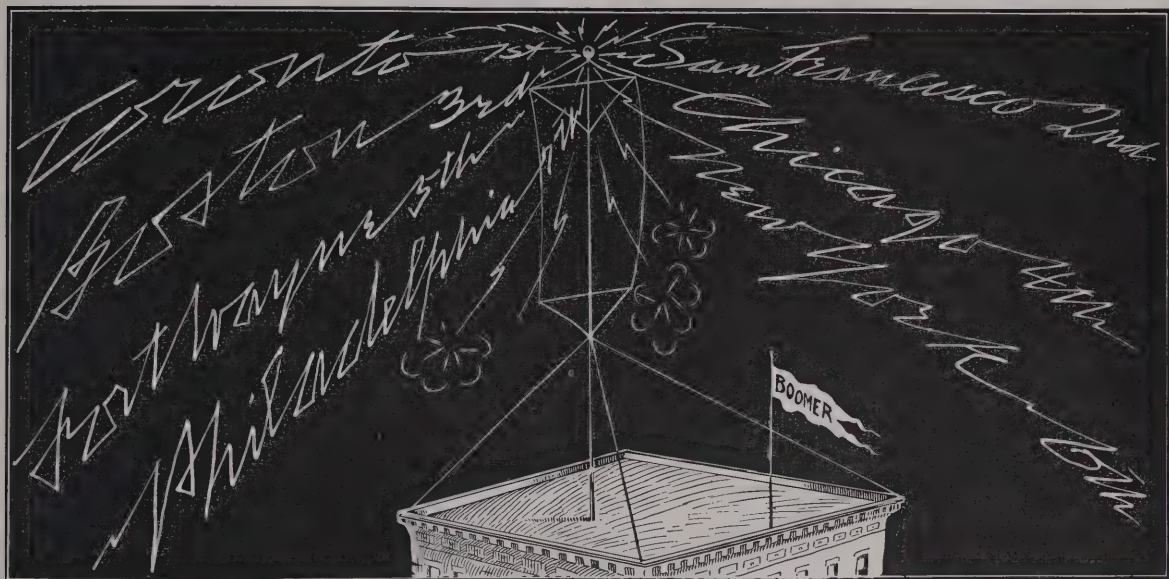
We desire to acknowledge receipt of replies from the following gentlemen to Mr. Bechtel's compliment letter:

F. D. Mathers.	W. C. Smith.
Nap Roseoni.	A. G. Ratliff.
W. I. McCall.	C. A. Stout.

* * *

Speaking of the race for greatest volume of business, known as the "Tablet Race," we believe it will be most hotly contested and the man that wins will know he has speeded some. Philadelphia has a comer in W. S. Parker and last week he crowded Dobson for an honorable mention. There is absolutely no assurance what the line-up will be at the close, as any one of the fifteen present highest may lead in the finish. Maybe some heretofore unmentioned candidate may leap into the limelight in the last week and make a strong struggle for first. We mention this as a warning to those whose present position might suggest a feeling of security and also the possibilities of those who are high and are making great gains but have not been mentioned in connection with this race. Everybody hustle!

VIA WIRELESS



As the year draws to a close the various branches are wirelessly in their reports to save all possible time. Only eight more weeks now remain. Toronto is still in the lead, but Frisco has passed Boston and is hotly chasing the Canucks. Chicago is going at a tremendous speed

and only lacks one-tenth of a per cent. from being third. There are only a few points between the others. Philadelphia has made a gain. The outlook for the concluding portion of the year promises a fierce struggle. Just a little extra spurt may do it for you. "Bring home the bacon."

PAINT OIL BUSINESS.

Are you giving this class of trade the attention it merits? It affords a most profitable field. One of our most successful men that used to work this line almost exclusively gave the following as his methods of working:

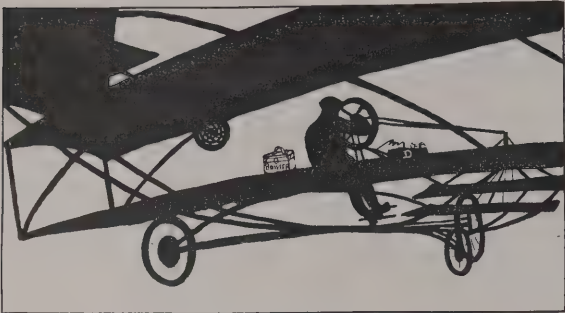
I begin by showing the incessant drop of the ounce of oil lost out of every gallon. You all know the argument used in this connection. It enables one to put up a most effective talk. I multiplied the ounces by the fifty gallons in each barrel of oil, divided that product by 16 ounces to secure the pounds. With this as a basis and using the weight of the gallons as a divisor, I had no trouble in showing the loss in dollars on each barrel of oil. They look large and they are large; they are real, and not imaginary.

I then found out how many barrels of oil he used. On the same basis I figured out his yearly loss and then from this sum I deducted the cost of a "Bowser" outfit, and in the majority of cases had no trouble in showing conclusively

that the cost deducted from the yearly waste leaves a healthy balance, over and above the actual cost of a "Bowser" outfit.

I proved the assertion that a "Bowser" outfit is a 100 per cent. investment—certain, continuous and perpetual, and that they always pay for themselves every year. I know that I am telling him the truth. I show him testimonials from some of my customers which back up the statements I have made to him. If I do not get his order then, I am sure to get it later on; and when I do, I have him worked up to the point where he thanks me for taking it from him. I try to make every man believe that I am doing him a favor in selling him. I know I am, therefore my conscience is clear. The good I do to my fellow men continually impels me forward in my earnest efforts to benefit mankind generally and oil men particularly, and incidentally there is additional comfort and reward in a steadily growing credit balance and in the generous words of praise of Mr. Bowser and my associates.

AVIATION NOTES.



DO YOU SKY?

Several issues ago a want ad. appeared in the Boomer for heavenly salesmen to handle our Aero Filling Stations and only elevated and lofty persons of high purpose need apply. We still have a large batch of sky vacant and will pay an altitudinous salary to the right parties. (Going up!)

Several of our boys have ceased cachinnating about this and have developed into remarkably high flyers. Those "Tablet Cutters" for instance.

When the science of flying gets to be somewhat better than a method of dying, just watch our smoke.

Fort Wayne had an aviation meet last week which was patronized by such high flyers as Curtiss, Paulhan, Hamilton, Willard and W. R. Hance. Just as Hance was leaving the ground a Boomer reporter climbed up on top of a 175 point stack of orders Hance brought in with him, to get the "last word," and this is what Hance said: "The only chance for another branch to beat us is when I'm completely off the earth."



Mr. Bowser and Mr. Dunkelberg, who were on a fishing trip in Canada, wired the Associated Press that they sighted one of the lost balloons in the recent aerial race. The article appeared in several of the dailies, but upon investigation it was found to only be "the rays" of the Toronto quota.

Inches don't make the man—it's brain capacity; iron don't make the tank—it's quality and workmanship.

J. Milton Tucker is with us on the "Prophecy of Aeronautics." He has cited us to the following:

The remarkable passage in Tennyson's "Locksley Hall," prophetic of the airship, has been frequently referred to of late by the press of England. In one stanza the poet speaks of "the heavens filled with shouting" and "the nations' navies grappling in the cerulean blue." The lines which follow present the hopeful view.

For I dipped into the future, far as human eye could see,
Saw the vision of the world, and all the wonders that would be:
Saw the heavens filled with commerce, argosies of magic sails,
Pilots of the purple twilight dropping down with costly bales.
Far along the world-wide whisper of the south-wind rushing warm,
With the standards of the peoples plunging thro' the thunder storm.
Till the war drum throb'd no longer, and the battle flags were furl'd,
In the parliament of man, the federation of the world.
There the common sense of most shall hold a fretful realm of awe,
And the kindly earth shall slumber, lapt in universal law.

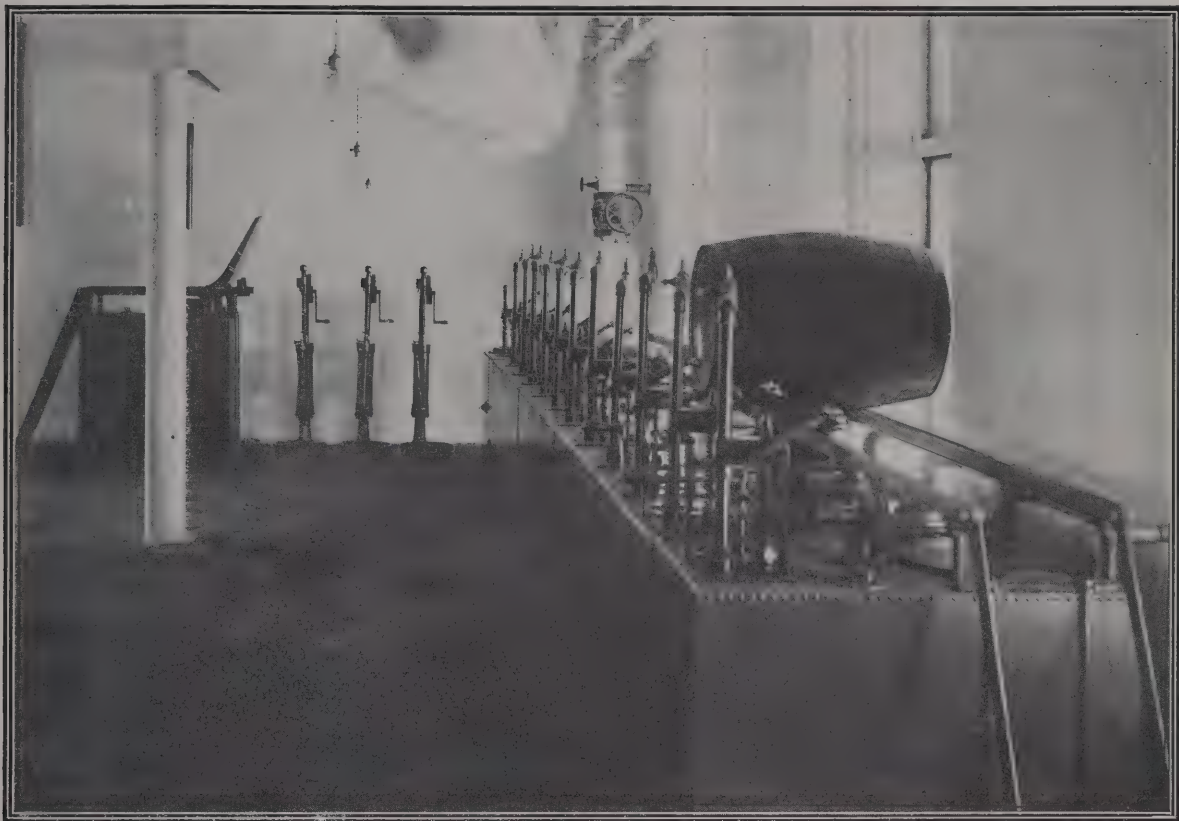
This is the way the "Tablet Cutters" lined up on the 28th. Just note the small difference in points between some of them:

R. S. Johnson.....	
H. E. Bleeker.....	318
W. V. Crandall.....	28
E. M. Caskey.....	67
J. N. Dietch.....	28
K. F. Hessenmueller.....	42
W. C. Smith.....	177
C. E. Saunders.....	29
H. E. Dobson.....	48
W. E. Jenkinson.....	29
W. M. Kennedy.....	13

Points needed to beat the other fellow just ahead

Here is a combat worth while. Here is a fight where every man is engaged with full determination to win. Don't let the enthusiasm wane. Keep on the jump. Keep digging—You are in for the race of your lives. Rush ahead—*keep going—and win.*

The home of D. A. Corey is saddened by the death of his mother, who passed away Sunday at the mature age of 84. We sincerely sympathize with him in his sad bereavement. He will be absent from his office for five or six days, as the burial takes place in Massachusetts.



Just a suggestion of the possibilities of the Textile Mill, a Bowser Installation in the Bates Mfg. Co., Lewiston, Me.

TIME-SAVING

The value of time has increased so enormously that the economical utilization of it has become a science—in the devising of systems and methods for saving the vagrant minute, now marking the narrow margin between profit and loss.

For the individual, time-saving today is the most important of arts, making towards the creation of dollars.

Time-saving is the motive of all our greatest modern inventions. The railways, the Atlantic liners, the telephones, are all to eliminate the waste of the mighty minute.

Every grocer is glad to take advantage of these time-savers, is he not?

The poorest argument he can put up for not buying a Bowser is "because he always has used the slow old method."

Time is worth more today than it was twenty-five or thirty years ago. Here is a specific instance of the value in time-saving a Bowser would have been to this merchant:

I noticed a man and woman, since they were the only persons in that section of the store, aside from two clerks who were busy.

"Will you please send us a clerk to give

prices on these dinner-sets?" the man said at length, addressing one of the clerks.

The latter looked up, disturbed, from his work. "I guess there'll be somebody along in a minute. They just went to draw oil," he said, and turned again to his work.

Now, a man with money in his pocket, *to spend*, is a good deal like a skittish horse—you've got to handle him skillfully, or he'll run away.

This man proved the rule. He and his wife waited no longer, but left the store.

It was almost inconceivable to me. They had come to that store to trade, had been neglected, and were now allowed to escape without one effort being put forth to hold the sale.

And yet this store was maintained at enormous expense to do business.

In the light of this incident, it is not difficult to understand why a sheriff's notice is frequently posted on the door of a business house. The owners of a business spend hours in conference over so-called important deals and plans. But the small saving in time and labor and slopping and spilling in drawing oil—this they neglect. And the small savings are what mean dollars in business.

We received a few lines from one of the boys stating that short terms are one of his big helps, but he failed to sign his name.

* * *



Just a suggestion: Shorter terms, more commissions, a firmer grip on the quota and, incidentally, a little more on the right side of the ledger for S. F. B. & Co.

* * *

Did you get your prize edition of the Boomer? Did you ever see a finer class of goods of their kind? Have you made up your mind to get one of them? **They are to be awarded to winners.** That statement should be sufficient to nerve every one of you to do everything possible to be eligible—to win for yourself—your district—your division—and attain the honor of being present and receiving a reward in the presence of the assembled victors of Bowser Salesmen at the special convention that will be held in their honor. We are hoping for one hundred 100-point men. **WILL YOU BE ONE?**

* * *

When one of our old-salesmen was asked for the key to successful salesmanship, this is what he said:

"I might say I think two of the essentials of success in selling oil tanks, or for that matter in selling anything else, is confidence and tact.

"Now, as regards confidence, I mean you should have, first of all, confidence in the article itself, confidence of the absolute quality of the article you sell. Get that firmly in your mind, and feel that your outfit is the only thing; there may be other tanks, but forget them. Then you must have absolute confidence in the house and yourself. That is another thing that will help any of us a whole lot. I am not going to flatter or appear to throw bouquets to our esteemed firm, but I am going to say this, and I want you new men to believe it, and that

is, that you have a house that will support you through thick and thin. If you fail to sell tanks sometimes, they will encourage you to go ahead; there is a better time coming; and if you are doing a fine business they will compliment you and wish you to do still better."

* * *

Fort Wayne, Ind., Oct. 27, 1910.

C. H. Davies, Editor:

It has been a long time since I broke out with the journalistic rash, and I think it fitting that I once more present my compliments to the Boomer.

While perusing your prosperous appearing periodical, I have been attracted by a certain perfidious persiflage, superinduced, evidently, by the over-heating of the bearings connected with the mental machinery of our champion Long Distance Traveler, and the gentlemen with the interchangeable whiskers. In other words, they are smoking the wrong pills, and have the dope on the grand prize proposition all gnarled up.

Permit me, please, to elucidate:

Early in the year, when the contest was attracting no attention, I called Bob Johnson into a back office, and said to him: "Bob, if I am to be connected with the Fort Wayne Sales Department, and we do so and so, this Dobson and Crandall thing must stop." Bob stretched his five feet two to its full height, solemnly raised his right hand above his head, palm outward, and promised that we might pin our faith to Little Bob, and dismiss the subject.

Being especially cautious, and knowing that Bob might buy a car and break his neck before the year was over, I called in "my old side kick," Bleeker, and said: "Bleeker, will you take care of that Crandall fellow in case Johnson throws a shoe?" To which Bleeker replied about as follows: "I like Crandall; he's a classy boy, but I'll beat the little devil if you say so."

Personally, I disliked very much to order Crandall beaten, as he is a classy boy and I know it, but the Fort Wayne Sales Office intends to boss this prize proposition, and all hands might just as well know it now.

Here is the correct dope:

R. S. Johnson, first.

H. E. Bleeker, second.

And we can take the third also if anybody gets fresh about it. We are inclined to let our old friend Crandall slip into third place, however.

I trust that this explanation will be sufficient to still the tongues of some of those effervescent Sales Managers.

Yours very truly,

E. J. LITTLE.



The above picture shows the interior of Suburban Auto Garage, Cincinnati, where thirty-one autos were destroyed in a recent fire. The cause of the fire is unknown. The damage amounts to \$40,000.00. Several tanks of the autos exploded, one of which was two feet from the Bowser Pump. The pump was somewhat bent and warped, but two hundred gallons of gasoline in the tank remained intact—evidence of the superb dependability of the Bowser Safety.

Editor:

The cartoon in the last issue of the Boomer showing the relative standing and apparent contentment of the leaders among the Division Superintendents, has caused me to write to you for publication "My views of the situation."

In the first place, knowing these boys as well as I do, I am surprised at this particular time of the year (with everything in their favor, to extend the lead they now have), that they seem to feel that the work they have done is sufficient to place them in this exalted position of REST and COMFORT. It might be that the same condition of the relative position of the Division Superintendents will remain as it is,

but I would advise these boys to strike now while the iron is hot, because being from Missouri, and of a temperament that knows no defeat, I wish to say, that, as the picture designated, we are plugging harder than ever for the orders, which in our territory must be sold through the hardest kind of concentrated work and sticktuitiveness.

Look out for the bunch that is still digging, and when the bell rings on 1910, I feel that there will be somewhat of a different story to tell if the same contentment will exist in the minds of the "Sitting Down Bunch" of the Division Superintendents.

Yours very truly,
J. B. HEINEN, Division Superintendent.

THE UNEXPECTED FINISH



A bright young man took a position as draftsman with a large manufacturing company. All started well, but after wrestling for several years with the "well as you know" sketches forwarded to the Engineering Department by some of the salesmen, you may behold his sad finish.

MORAL: More careful sketches will make a more satisfactory illustrative drawing. Save time and trouble, thereby getting quicker action, and prolong the life of our brother.

The above came from A. D. Wyckoff, Manager of the Engineering Department. Whether A. D. is the author or not we cannot say, but it is meant for a hint to the boys to make their sketches as complete as possible when requesting blue prints.

* * *

The buyer's old argument of "Price too high," is one that all salesmen encounter, regardless of what they are selling or what the price. A circular letter Manager A. F. Stata sent to the men in the Chicago division contains some good arguments on the subject, as applied to Bowser products, and that all the boys may read it we reproduce it herewith:

For twenty-five years merchants and manufacturers have made use of a stereotyped expression when considering oil tanks, which is familiar to you all, viz: "Your price is away too high." When Bowser oil tanks were first offered for sale, they were crude as compared to our product of today, but they were offered at less than one-half the price they command now, and merchants in those early days said "price too high."

Let us consider what this "price too high" expression really amounts to, for more good salesmen shy at this objection than any other. There are in use today upwards of 500,000 Bowser outfits, the distribution of which has been so wide that you can almost state with all sincerity as does England regarding her pos-

sessions that the "Sun never sets on a Bowser outfit." They have been shipped all over continental Europe, Asia, and at this very time one of our salesmen is doing a paying business in Africa. Just a few days since an inquiry passed through our Chicago office for an olive oil outfit from Barcelona, Spain. Not so long since a garage man received a Bowser tank and pump in St. Petersburg, Russia. Surely among so vast an army of purchasers there must have been some very careful, conservative, far-sighted, business men. All were not anxious to throw their money away, just to have a new-fangled contraption in their premises to take up valuable space, nor do I believe were they imbued with any spirit of philanthropy to donate their coin of the realm to swell the coffers of S. F. Bowser & Co. On the contrary, every outfit has been bought after deliberate consideration—after carefully weighing that all important question of—How to make more profit.

Ben Franklin is quoted as having made use of the expression, "Never buy something you don't want, just because it happens to be cheap." A \$5,000.00 automobile without wheels would be just as much of a utility as a horse with two legs. The cheaper tank offered by a competitor whose only talking point is "price" is, in most cases, about as valuable and as practical as either of the above. The prospect who says "your competitor offered me as good an outfit as yours for \$75.00, your price being \$100.00," fails to grasp the facts, for, truly, the very quotation of \$75.00 against your \$100.00 is a tacit admission that he is stamping his idea of the value of his outfit, as being worth only three-quarters as much as yours, so why be so foolish as to give him credit for more than he is willing to claim for himself. No artist lives today, no matter what his tutelage, who is able to equal in reproduction the master pieces of Rembrandt. No imitation is equal to the original, and Bowser is the original. The fact that Bowser & Co. are several times larger than all their so-called competitors combined, is a forceful recognition of originality and perfection of product.

A few reasons why you cannot cut your price. The marvelous growth of the Bowser Co. has been possible because their aim has always been not—"How Cheap," but, "How Good," and to use the "Simmons" password "Quality Counts." It has been said that if a man builds something, absolutely the best of its kind, the world will make a beaten path to his doorway. The standard of excellence of the Bowser product cannot be lowered, and if it were, they would not be able to remain in business five years and live up to their present

guarantee. Their guarantee is good mostly because of the superior quality of their product.

Every little while we hear a so-called competitor, who has flourished for a time by selling his product for less than Bowser, being watched by the sheriff to see that he does not remove any of the remaining assets until they can figure up how much worse off than nothing he is, after his attempt to give Bowser value for less than Bowser price. No man would be foolish enough to buy a flour sack to hold gasoline, just because some irresponsible said he would guarantee it. Yet, they will buy Mr. Cheapman's tank, and when they discover it is not oil tight or otherwise defective and look up their guarantee, they find that the sheriff has beaten them to it, and in the end they pay more than the wise buyer who hasn't tried to get something for nothing, for they must, when done, pay Bowser price plus Mr. Cheapman's price combined. Surely if there is a possible price, it is the Bowser Co.'s. They have the plant, the machinery, the men, and the money. Consider the advantages of the purchasing power of the Bowser Co. They buy more raw material than all their competitors combined three times over. Don't you suppose that they get a better price? They have thousands of dollars of labor saving machinery that reduce the cost of manufacture.

Surely the growth of Bowser & Co. in the past year has been enough to cause you to walk up to a prospect with fire in your eyes, with conviction in your heart, with forceful eloquence on your tongue, to convince him that he can't afford to wait until your next call to order. Then you recall that in February of this year the plant was enlarged in factory efficiency 106 2-3 per cent. above 1909, and the president of the company himself did not believe that you could sell goods fast enough that he would have to increase the factory for three years, and in 90 days we had him driving nails into another addition many times larger than the entire plant of any of our competitors, and that at this time plans are under way to again increase the factory to almost double its present size to make sure they can properly turn out this "price too high" product. Surely all this growth is a mighty tribute to quality and "price too high" really does not mean much.

I always was glad when a man said "price too high" to me, to look him straight in the eye and say "Mr. —, that seems fortunately to be the only complaint against the Bowser product. No man ever makes that complaint after he makes his purchase and receives his goods. I am glad, sir, to tell you, that that is the only complaint. No one says that Bowser goods are not absolutely right. They do every-

thing we claim, they are everything that you require, and we guarantee the product that we give you is the best that you require and the best that we know how to turn out of our plant. In addition to that, we pay the highest engineers to see that our equipment is always being improved, made more modern, and up to the minute."

Recently a competitor made the claim that the product of Bowser & Co. must be inferior for they were always making changes in it. Poor, deluded man. He did not realize that the fact that their company were making no changes was an admission that they were not improving their product, and no company or no man can stand still. You must go ahead or go down to defeat. We do not claim that we have said the last word on perfection, for it is always possible to improve. What we are striving for is to always keep improving the Bowser product so that it will always be recognized as the world's greatest oil storage system.

Boys, put on a few more pounds of steam, and when he says "price too high" wade in. You know he is wrong, tell him why. "Tank companies may come, tank companies may go, but Bowser goes on forever." Now, then, let us all take a long, hard pull, all pull together and see where we will land.

Yours very truly,

A. T. STATA,

District Manager.

* * *

Yes, the garage business isn't quite so active; but my! the store business more than makes up for it. The store business is remarkably good at this season of the year and many of the boys are doing splendidly with it. Now, for instance, there's our rosy-cheeked R. L. Duncan. He averaged about an order a day during the month. When it comes to steady, consistent work, R. L. is all there (Lay down Fido). Dunc knows the game all right.

Then there's J. W. Merickel, the Canuck. He sent in nine store orders in a bunch which totaled 67½ points. Those nine gave his quota a mighty nice boost. Merickel is certainly fast on store business and hits 'em up hard. (Get away from the horse's head, there). That's the kind of biz that makes Merickel strong in the "Tablet Cutters'" race.

Just look at Purdy and Saunders. It's the store business that made them famous. Why just yesterday Purdy sent in five and Saunders four. When it comes to turning the trick, those boys are past masters at the art. (Say, tie that bull outside). Yes, sir, store orders are good dope, and it pays well to the salesmen that work it well.

CHANGES IN OUR ORGANIZATION

The Fort Wayne Sales Division has recently made a number of changes in the personnel of their department. On October 1st a new position was created, that of Assistant Sales Manager, and we are pleased to announce the advancement of Mr. E. J. Little to fill that important office.

H. C. Storr, who has been connected with the Fort Wayne Sales Office in various capacities, has been placed in charge of the office just established in Mexico.

The Western Division of the Department, as newly organized, will be under direct charge of Mr. Herman W. Brown, who has been promoted from another position in the Department.

The newly organized Eastern Division will be in direct charge of Mr. H. F. Babbitt.

Mr. Geo. A. Townsend, Jr., who was formerly of the Western Division of the Sales Department, has been promoted to the position of Manager of the Correspondence Sales Department, this Department being the successor of the former Prospective Business Department. Mr. Townsend will be ably assisted by Mr. B. L. Prince in the direct management of this Department and by a strong force of experienced men.

Mr. L. E. Porter, heretofore identified with the work of the original Eastern Division of the Sales Department, becomes First Assistant to both Mr. Brown and Mr. Babbitt. Mr. Porter's position places him in touch with both the Eastern and Western Divisions.

In the work of the Divisions represented by Superintendents Murray and Heinen, the management of the Western Division will be assisted by Mr. Roscoe Heaton, and in that pertaining to the divisions presided over by Messrs. McConnell and Neff, by Mr. W. F. Chamberlain. The management of the Eastern Division in the work pertaining to the divisions in charge of Messrs. Armstrong and Sitton, will be assisted by Mr. S. P. Williamson, and in that pertaining to the divisions in charge of Messrs. Carpenter and Barnet by Mr. H. C. Baker.

Mr. William Paul becomes General Record Clerk in charge of all records pertaining to the Salesmen's work, assisted by Junior Clerks Tressler, McClure, Faust and Hoeltje.

HESSENMUELLER ON THE HOG.

We just received the following chunk of thought, philosophy, statistics, or whatever you want to call it, from our friend Hess, and it surely should be published in all of the metropolitan papers, for no public-spirited citizen would permit such condition to exist were they brought to his notice. The following is the article:

HOGS

"Some one said you can judge the intelligence of the citizen and the keen business man by the way he handles his gasoline.

If it's true, here is a surprising state of affairs.

Chicago has more Cut No. 41 Bowser Outfits for private use than any other three large cities in the country.

Is it possible that Chicago is more intelligent and keener in saving the evaporation and percentage of loss by leaks than other cities, and that Chicago citizens are three times keener in business than others?

It is not to be believed.

Perhaps it's because they are hogs for profit.

Other towns should wake up."

It is problematic as to how many citizens would like to qualify as hogs, and you can't separate profit from a Bowser for it goes with it just as sure as does the handle to the pump; but when it comes to intelligence—what's the matter with some of our other fair cities? We would be glad to hear from them.

* * *

B'S (BEES) IN THEIR BONNET

As a supplement to the letter "P" contest in the Boomer, wish to say that it takes Bowser B's to make the honey.

Bowser boys can by brilliant, bright, brisk business bustle, without buffoonery or bulldozing so baffle the buyers' brassy back babble as to bind their benevolence most beautifully and result in a big batch of business, thus causing the buyer to bubble boyishly with bliss.

By blending the above blithesomely with Boomer bumpers, it will also blister and beat the bluster and bluff of any blamed binocular biped who may be benignly and breezily bestowing competition tankage in the Bowser salesman's bailiwick.

"BOWSERITE."

* * *

VISITORS AT THE FACTORY.

Mr. and Mrs. R. S. Johnson.

R. S. Colwell.

J. H. Armstrong.

W. R. Hance.

Geo. Riddell.

Mr. Moore.

Norman Pabst.

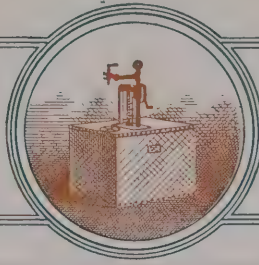
E. H. Barnes

C. W. Hoffritz.

H. F. Dietch

C. E. Neff

BOWSER'S



BOOMER

Vol. V

NOVEMBER 15, 1910

No. 12



How is Your Appetite for Business?

Only six weeks more of hustle. Carve into that turkey! It is stuffed with nice savory orders, but you will have to cut deep to get them. The bird will be gone before you know it. No time to lose. Stay at it until it is all gone.

With the knife of keen salesmanship and the fork of stick-to-it-iveness handle them with dexterity and get your share. Don't be contented with a piece of the neck or the part that went over the fence last. Get enough of the choice or your appetite won't be satisfied enough to enjoy the prizes given for dessert. *It is up to you---elbow in and cut it.*

SALESMEN'S CLASS STANDING WEEK ENDING NOV. 8, 1910

AAA

Bird, E. R.
Bleecker, H. E.
Gumpper, J. D.
Johnson, R. S.

AA

Crandall, W. V.
Heusner, G. L.
Milliron, E. L.
Todd, A. F.
Smith, W. C.

A

Benham, M. C.
Collins, S. A.
Fitzpatrick, W. J.
Richardson, F. H.

B

Caskey, E. M.
Dietch, J. N.
Dorsch, A. W.
Duncan, R. L.
Gustorf, E. B.
Hessenmueller, K. F.
Kennedy, W. M.
Knoche, F. A.
Peoples, F. H.
Potter, F. C.
Roberts, J. G.
Saunders, C. E.
Thompson, E. R.
Williamson, J. H.

C

Anderson, A.
Bagby, A. E.
Bowen, G. E.
Byrd, A. L.
Connolly, J. F.
Cook, F. H.
Davis, J. M.
Devereux, F. M.
Dobson, H. E.
Eggleston, C. R.
Eichelberger, W. F.
Hayes, E. P.
Heintze, Max
Jeavons, H. J.
Jenkinson, W. E.
Ladd, W. H.
Laughrey, F.
Moffat, A. E.
Olson, J. C.
Parker, W. S.
Purdy, H. T.
Rich, R. F.
Schnabel, G. H.
Smith, L.

D

Abel, J. C.
Bentel, G. E.
Bradfield, W.
Cashman, P. F.
Chase, D. W.
Chroner, R. E.
Dalgaard, H.
Deming, W. N.
Downer, J. A.
Earle, H. U.
Fertig, K. H.
Ford, D. J.
Ginther, L. R.
Harley, Geo.
Homsher, J. E.
Jordan, M. S.
Libby, F. J.
Lindsley, H.
McGibeny, V.
Merickel, J. W.
Murphy, E. J.
Olds, F. H.
Pinkerton, J. M.
Potts, T. C.
Ring, N. A.
Riverin, S. O.
Romer, Geo.
Ryan, D. A.
Scott, G. W.
Seymour, D. J.
Smith, J. T.
Stoddard, S. D.
Tucker, J. M.
Waite, H. G.
Ward, D.
Ward, Jas.
Weiss, J. G.

E

Alleman, W. D.
Briggs, E. H.
Brock, H. L.
Byrd, F. D.
Casey, F. S.
Childs, G. W.
Childs, H. D.
Dolan, E. P.
Englebert, E. A.
Ettinger, E. C.
Keller, J. F.
Klotz, E. F.
Lahon, L. H.
Laverty, A.
Law, C. P.
Lawrence, E. C.
Mann, W. M.
McCracken, R.
McCurdy, G. A.
McIntosh, R. E.

E—continued

Nicholson, H. J.
O'Brien, W. J.
Robertson, W. Y.
Rosconi, Nap
Savercool, W. W.
Schlisinger, M. B.
Sheehan, J. S.
Sherlock, R. H.
Sibley, J. R.
Thompson, W. A.
Ward, J. C.

F

Bay, J. C.
Coddington, R.
Combs, H. N.
Edwards, J. C.
Dunkel, N. J.
Hartgen, A. G.
Henderson, L.
Kelly, C. H.
Lucas, O. G.
Mason, H. W.
McCall, W. I.
McClatchey, S. F.
McClure, R.
Milliron, D. N. B.
Morris, F. E.
O'Neil, J. P.
Percival, A. T.
Quarles, G. R.
Smith, O. P.
Thompson, R. E.
Van Horn, C. H.
Walters, F. E.

G

Austin, Osey
Bachers, H. P.
Beadle, L. C.
Bechtel, R. W.
Boshler, C. W.
Bosworth, W. T.
Burdett, A. G.
Byrd, J. F.
Cashman, J. A.
Collard, N. W.
Cornell, A. B.
Dalgaard, Adge
Denton, E. M.
Dietch, H. F.
Disher, E. W.
Dix, F. M.
DuBois, J. D.
Dunn, E.
Fansler, G. H.
Ferris, F. C.
Franklin, E. C.
Frierson, C. R.
Frost, C. S.
Garrison, J. D.

G—continued

Gaskell, W. H.
Guenther, A. M.
Hafner, G. W.
Hance, G. R.
Harding, E. M.
Harris, H. J.
Hastings, G. H.
Hayes, J. D.
Holbrook, A. W.
Hough, A. H.
Hull, G. H.
Hunt, E. T.
Hyde, C. S.
Jenkinson, E. L.
Kershner, G. W.
Ligon, E. J.
Martin, F. C.
Mathers, F. D.
McCracken, J. O.
McIntosh, A.
McWaters, F. F.
Meador, L. S.
Medsker, J. H.
Miller, A. J.
More, H. R.
Pabst, N. A.
Pannel, N. B.
Patterson, L. L.
Payne, C. B.
Peacock, D. A.
Pettit, W. F.
Phegley, F. G.
Potter, G. S.
Pratt, W. H.
Purdy, J. B.
Rahn, S. B.
Ratliff, A. G.
Reuben, G. H.
Riddell, Geo.
Robertson, W. R.
Rosconi, F.
Rowland, J. L.
Saunders, G. R.
Shields, D. H.
Short, C. H.
Smith, W.
Stephenson, F. T.
Stimson, J. H.
Stout, C. A.
Tenney, H. D.
Thompson, O. A.
Wagner, J. L.
Walker, E. P.
Ward, F. B.
White, J. C.
Whitemore, J. H.
Whittlesey, G.
Williams, Joe
Willson, C. A.

The position of a name in the different classes has no significance as to the relative standing in that particular class.

THANKSGIVING OF THE BOWSER ORGANIZATION

We have much to be thankful for

Each of us individually has much to be thankful for.

As an organization we have great reason for thankfulness.

Our material prosperity is great; we have grown and expanded as never before in our history.

We have gone steadily forward and are thankful for the accomplishments of our ideals and our hopes as we traveled thus far.

We are thankful for you all as worthy co-workers, imbued with the Bowser spirit, as is evidenced in the accomplishment of your duty well done.

We are thankful for the harmony, fraternity and enthusiasm that binds us together in heart interest as well as business.

We are duly thankful for the almost total absence of accidents, sickness and deaths in our ranks.

On Thanksgiving Day may every soul in the Bowser organization render thanks for the blessings received collectively and individually.

We extend to every member of the organization the heartiest and most cordial well wishes for a day of Thanksgiving in its truest sense.



Bowser's Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

NOVEMBER 15, 1910

If you want to succeed, cultivate a feeling of hopeful thankfulness.

* * *

We appeal to your understanding, gentlemen—Get on your feet in the quota race.

* * *

Has everyone here seen Kelley? If you will give us your undivided commissions for a minute we will gladly introduce him. He travels in Virginia and, like Stata, changes his whisks as often as does the weather. He and District Superintendent C. C. Barnett took two dry cleaning orders of 90 points each from one town in Virginia, all in the same day. Barnett is a graduate from our correspondence school and Kelley is a religious "Boomer" reader. It's as sure as taxes they will prosper.

* * *

We were pleased to share our quarters (25c piece) with W. M. Mann, of Ohio, and W. J. O'Brien, of New York state, who gave us a short visit this week. They both had the Bowser look of health and prosperity, but before they left we came to the conclusion there was really not the slightest bit of change about them that we could see.

* * *

Those fellows in B class now and better, but who fall back in the last lap, will miss both prize and banquet and not inherit notoriety—but it will come to them by descent just the same.

* * *

It is difficult to say what the popular mind is in regard to the outcome of the quota race for the very good reason that the mind is not popular. But it is safe to say the leader will have to break a record to win.

* * *

If you can feel that you are honestly trying to do your duty, that is much to be thankful for.

* * *

Nothing that can be poured out of a bottle and taken with a spoon will produce salesmanship.

We heard from Mr. E. M. Savercool yesterday, telling us that the 'Frisco boys had determined to finish first. Well, if they keep up their terrific pace, they surely won't be less than second, providing Chicago is put to sleep.

Mr. Savercool also gave us his views on the "Tablet Race," the last paragraph of which reads as follows: "We trust that all the boys will show a big increase for the balance of the year and that it will be a close race between leaders to finish first. The writer wishes each and everyone of them success, but still has a lingering hope that Crandall may be first."

And this leads us to clear up another little matter that has given us some pain. In the prize number of the Boomer we should have mentioned Toronto as being eligible for first prize, which is a \$150 diamond ring or silver plate, and San Francisco as being eligible for second prize, which is a \$100 pin or silver plate. Mr. Savercool wrote us that we were not only swindling Toronto out of \$50, but were trying to push the pin under our blotter for our own personal decoration. We quote the closing paragraph of his letter:

"Inasmuch as the whole organization under the San Francisco Office has fully decided that our Mr. Johnson shall be decorated with a diamond pin of either \$150 or \$100 value, we trust that you will make the proper corrections, and give due publicity to this fact."

We enjoy receiving such refined pleasantries, unexceptionable cogitations, innocuous innuendoes and irreproachable jocularities, because the standings are always changed by the time they get in print. However, we hope we have cleared up the misunderstanding.

* * *

We note W. A. Thompson, a new salesman in Oklahoma, has blazed right into Class E. How did he do it? Well, maybe four store orders in one batch, amounting to 16 points, had something to do with it. Then there is A. L. Byrd, who sent in a similar package and jumped to C. Also E. B. Gustorf, four store orders in a bunch, amounting to 22 points. The point is this: Two small orders are as good as one big one.

And in passing we want to impress on you the delightful and uncontrovertible fact that this is the precise season of the year when you must finish strong. Your honor, your conscience, your pride, your love of victory, and the necessity of being unquitously and constantly cheerful and happy compels us to say, **HUSTLE AND BE A WINNER.**

* * *

A man that doesn't buy what he needs, pays for it just the same.



The above illustrations convey an idea of our exhibits at the various automobile and industrial expositions which are held throughout the country. The picture to the right shows our automobile exhibit at the Grand Central Palace, New York. The picture to the left illustrates our exhibit at the Canadian Industrial Exposition.

These shows result in a great benefit to the travelers in the field, as they give a prominence to the Bowser line which perhaps could not be obtained by any other method. Our exhibits always receive very favorable comment and they are strictly in keeping with the high class and grade of our goods. These shows are attended by autoists and merchants from all points, some of which come from the most remote parts of the continent. Many good prospects and considerable publicity are secured by these exhibits.

For your information we give you below a list of the most prominent shows at which we will have exhibits:

New York Automobile Show, Madison Square Garden, January 17th to 21st.

We will have on display our usual show goods.

Chicago Automobile Show, Coliseum and First Regiment Armory, January 28th to February 11th.

We will have a regular exhibit similar to the display above. All of these shows have displays practically the same as shown in the picture.

National Motor Boat and Engine Show, Boston, January 28th to February 4th. This will be in the nature of a local show.

National Motor Boat Show, Madison Square Garden, New York City, February 21st to March 4th.

These boat shows should prove a big help in

securing business from this class of trade, as they afford an excellent field. This show will be a national exhibit.

Boston Auto Show, March 4th to 11th. This exhibit will be more or less a local show.

* * *

OUR FIRST AERO SHOW.

We have taken space at the St. Louis National Aero Show which will be held in the Coliseum Building, November 17th. There will be on display at this show, actual size models of all the various air crafts now in use, such as monoplanes, biplanes, dirigible balloons, etc.

Our booth will exhibit gasoline and lubricating oil storage equipment and will be in charge of Mr. C. B. Evans, assisted by our St. Louis salesman. A number of prominent manufacturers of automobile accessories and other goods applicable to the air ship, have taken space and from all indications the show will be a success.

We may buy a few 1911 fly-abouts for the use of our salesmen that cover this line next year.

* * *

Know what you want to do, hold the thought firmly and do every day what should be done and every sunset will see you that much nearer the quota.

* * *

THE GOLD IN IRON.

A metallurgist has calculated the various values that a bar of iron may acquire in being put to different uses. Made into horseshoes it becomes worth \$12; into table knives, \$160; into needles, \$355; into blades for pen-knives, \$3,180; into button buckles, \$4,500; into watch-springs, \$25,000; into a Bowser Pump—well it all depends on the value of your own life as well as the lives of friends and neighbors, besides the safety of valuable property. That's its value but you only pay a very small sum for it.

RAILROAD DEPARTMENT

Our railroad business for October was fine, orders for eight separate equipments from different roads from the Pacific to the Atlantic coasts. The work opened with a good order from the Maine Central Railroad, followed by one from the Canadian Northern Quebec Railroad, also the P. C. C. & St. L.; three different equipments for the Virginia Railroad; pump orders for the C. B. & Q.; orders for meters for the C. R. I. & P. The Texas Southeastern favored us with an order for a battery of Cut No. 64, and San Francisco office sent in a nice order for the Southern Pacific. The Santa Fe system ordered another set of welded tanks for supply car. The work closed with an order for equipment for the Northern Pacific Railroad and a large tank order for the Pennsylvania Company. This latter company also gave us a large order the first part of this month for meters, rotary pumps, etc., to be installed at their large distributing station in Conway, Pa.

While it is always our policy to speak no ill of our competitors, yet we are bound in justice to ourselves to record the receipt of a communication from one of the western railroads to the effect that the pumps they had were not giving satisfaction and asked if we would accept a proposition to exchange them for the Bowser. The deal was consummated early this month by receipt of order for our pumps to replace the other makes, which had proven unsatisfactory.

Our Southern representative, Mr. E. H. Barnes, came in with a good prospect the first of the month, and his visit to Fort Wayne was a very pleasant one. We predict much good from this gentleman's efforts.

Our Eastern representative, Mr. F. T. Hyndman, after being away from home for nearly two months, had to return to his home the first part of the month on account of the sickness of Mrs. Hyndman, and Frank was also suffering from a bad jaw, which turned out to be an abscess at the root of one of his molars, which forced a dental operation. We are pleased to record Mr. Hyndman's recovery, also that of his wife. Frank has been a very busy man, has many fine prospects in hand and, although only reaching New York on the 7th, was deep in the business at once, and we look for nice business from him in the next few days.

Our silver-haired and smooth Western representative, Billy Simpson, is not idle by any means. He succeeded in closing a nice order the end of last month and has good prospects in sight, although the business in the Western States is not as bright looking as the East. But our Billy generally manages to get there and we

look for nice reports from him in the near future.

We have just closed a contract with the Pennsylvania Company for a large equipment, consisting of five hundred and three hundred gallon tanks, with our long distance self-measuring pumps, to be used in their yards at Philadelphia for the storing and handling of hydro-carbon oil. The prospect was handled by our Mr. F. T. Hyndman.

The use of hydro-carbon oil is becoming very prominent by Eastern railroads, in connection with the melting of snow and ice, etc., in large railroad yards.

For the benefit of our readers, we would say that this hydro-carbon oil, as it is called, is a deposit from Pintsch gas, and is thrown off from the gas machines, stored in large tanks, to be sold in tank car lots to the various railroads. Hydro-carbon is very light, it's specific gravity being 35 at a temperature of 78 degrees. It is very volatile, considered more so than gasoline, and it evaporates very rapidly.

The oil burns with a fierce red flame, and gives off quite a heavy black smoke, owing, no doubt, to the presence of considerable carbon.

The Pintsch Gas Company regards this oil as highly explosive and dangerous, and it will burn under any conditions.

This hydro-carbon oil has been in use for about three years, as far as we can learn, and is used for clearing snow and ice from switches. There is no danger whatever of burning the ties or woodwork, as it melts the snow very quickly, and the dampness prevents the ties from burning. The residue after it is burned acts as a lubricant to the switches. It is a great labor-saver for the railroad companies in this connection.

* * *

A MATTER OF DRESS.

A beautiful woman that appears in ill-fitting and shabby clothes, an unbecoming hat and slovenly appearance in general, will fail to attract the admiration and attention, notwithstanding her physical beauty. Let that same lady appear well-groomed in fashionable attire, with nifty headgear, and she will hear nothing but favorable comments.

The point is this: It is not sufficient to just take out your model, place it on the counter or desk in front of you and, practically speaking, say "there!" You must weave around it a garment of facts; you must clothe it in attractive truths and array it with statements of certainty and reality. You have then shown it in style and looking as good as it is. Just the same tank as when you said "there," but it's virtues rightly proclaimed and placed before the prospect in a very different light.

YOU WILL HAVE TO STAND HIGH TO GET THEM

Hance is still high man, but Stata has crowded up, has passed Savercool and is straining hard to be highest.

Prizes come high and it takes stamina to attain them. It takes stacks of orders, which mean toil and effort to put you within reach of them.

Go right on reaching out—hold every inch you gain, and with courage and ambition fight on for them until they are within your reach.

A Big Success lies in continuous effort. The biggest volume of business is but a series of small orders welded together.

Travellers in the field, rally to the support of your respective divisions with orders in no uncertain quantity.

With firmness and persistency, be in the field with a continuous fire until victory is assured. Keep everlastingly at it for the balance of the year, and after the smoke has cleared from the battlefield you will be rich with good, clean, sticking, staying, paying business, which is the spoils of war, and incidentally win the splendid ultimate triumph to which we all aspire—Making good.



You should be especially thankful that you have thirty-eight days ahead of you to make up for your mistakes and improve your record and qualify for one of those prizes.

* * *

DRY CLEANING AS A BUSINESS.

Cleaning and dyeing as a business is growing with such rapid strides that in a few years practically any town of any size will have such an establishment. That there is need of such a service company is strongly evidenced by the great volume of business and prosperity they enjoy if their work and service is half-way satisfactory. There is no other element in this business that tends more to profit and progress than the Bowser equipment. It gathers together the small losses and piles them up on the profit side. It eliminates the dangerous and disagreeable features of the business and places it on a conservative business basis.

Aside from the safety and convenience of the Bowser Storage, and in addition to the economy in gasoline, time and labor, there are many other important points of a Bowser which have a tremendous influence in the successful operation of the dry cleaning business. The convenient, rapid and safe transferring of the naphtha means a saving in time and labor that will double your capacity and at the same time carry with it the important factor of increased output. Customers are frequently lost to a dry cleaner if he fails to make deliveries when promised. We all appreciate the immense value of this point, as it is also frequently the lever that secures new business.

The Bowser equipment, while increasing the output, at the same time enables the dry cleaner to do a quality of work that is impossible by any other arrangement—a quality of work that will hold trade regardless of cheap competition—a quality of work that will bring to the dry cleaner a reputation that is beyond the computation of dollars and cents—a good will in business which is a value that cannot be estimated. It is these important features that bring to the dry cleaner who uses a Bowser, an increased profit with a reduction of fixed costs, the elimination of waste, an increased volume of business through prompt delivery, and high quality of work, and places his business on a foundation of security and permanency.

CLEANING AND DYEING IN CONNECTION WITH LAUNDRIES.

People are now becoming so accustomed to having their wearing apparel dry cleaned that in towns where there are yet no cleaners, the work is being sent out of town, in some instan-

ces to cleaners even as far distant as 200 miles away.

In such towns, as well as others, the launderers are putting in dry cleaning departments. They already do wet cleaning—why not dry cleaning? We suggest, therefore, when working a town, that you call upon the laundries to learn if they contemplate this action.

A laundry in itself is a fire risk enough. In adding a dry cleaning department a Bowser system is absolutely necessary so as not to increase the hazard, also that they may turn out as high a quality of work as the laundry.

There are several inducements that are drawing the launderers into the business:

First—Because they have the service, office force, water supply, machinery, power, delivery and business reputation.

Second—Because half of their laundry customers would be dry cleaning customers, which insures patronage.

Third—Because it will bring dry cleaning customers that will also prove new laundry patrons, they preferring to send all their work to one firm.

Fourth—Because the same wagons that pick up the laundry can also collect the other work.

Fifth—Because it's a profitable business in itself and even more profitable in connection with a laundry.

Sixth—Because the dry cleaning business is becoming part and parcel of a first-class laundry, and the time is coming when no laundry will be considered first-class unless it has this department.

Therefore, by all means, call on the laundries and learn if they anticipate putting in a dry cleaning department.

* * *

Editor:—

Will you please tell our friend Little to beware how he hands out the correct dope, as there "am a certain fat individual in Chicago, who am lurking just around the corner and who am going to stick mighty close thar."

Also tell him "that fat fellah am not the least bit rattled at his big noise and am certain to be mighty close at the finish."

I have a high regard for E. J. and don't want him to be in the same boat with the boy who tickled the mule's heels.

Yours truly,

E. M. CASKEY.



Now and then there live men of such transcendant parts as to defy oblivion and win immortality. Men who rise above the masses as the great oak towers above the plain of the surrounding forest and casts a shadow into the far distance.

Like grand oaks, the salesman whose volume of business towers above his fellow travellers casts shadows on the Bronze tablet. As the end of the year draws nearer and the high ones grow higher only the three highest of the high will be visible.

With well established roots of energy, diligence and enthusiasm feeding the tree with courage, activity and ambition the stalwarts weather all storms, push thru opposition and force the surroundings to make way and secures recognition from the world.

Like the oaks, such men will be they whose names are engraved on this Bronze Tablet: Men not to be turned from their task; Men who have ability, diligence and enthusiasm; Men who are conquerors in their field. Their achievement will rise like the Alps above the plain of ordinary salesmanship. Their success will remain a permanent record of their time. The winners will have given an added luster to Bowser Service and Salesmanship, established a new record and made of their achievement a milestone in the pathway of Bowser Progress.

The names of these master salesmen can never be blotted from the pages of Bowser history. The opportunity for this honor is open to all. Every salesman has the same chance. Results are all that count.

Be firm and steadfast; be resolute and determined; there are thirty-eight days left in which to earn this honor. Fight on and win.

THE BOOMER BULLETIN.

The world measures all things by comparison. All things in life are large or small, high or low, by comparison. For example, the height of a tree does not depend wholly upon the distance from the root to its topmost branch. It is low or high according to the place it occupies above or below the surrounding forest. It is by comparison. And so it is with salesmen. We measure them by their contemporaries and compare them as they rise or fall below their brother salesmen.

We have several contests on that are comparisons, but we wish to add still another all our own, and the prize will be one year's free subscription to the "Boomer."

We list below the names of the fifteen salesmen who are highest in sales for the week regardless of lines worked, contest beginning with week ending November 2nd. We list two weeks so each man may follow his rise or fall and keep informed of his comparison with the

others. The salesman that is first the greatest number of times for the balance of the year will be declared winner. Contest open to all.

Johnson was in the lead for Nov. 1st week but Klotz must have put him off the board in the Nov. 8th week, for we can't find him. Notice Crandall and Moffatt just changed places, Duncan, who wasn't in it before, jumped way up to third place, searing Merickel so badly he dropped back to eleventh. This is more interesting than the election returns—just look how they changed about. In noticing which office predominates, we mention as a matter of justice that Fort Wayne has more than twice as many travelers as any of the other offices.

There is no salesman in the organization whose service is not noticed and known by the executives, but to be a prize winner in any of the contests, or to be mentioned here, is to be certain of securing marked attention and favorable notice.

The Fifteen High Boys for the Week

ENDING NOVEMBER 1, 1910

Position	Salesman	Office Under
1.	R. S. Johnson	Ft. Wayne
2.	A. E. Moffatt	Toronto
3.	J. W. Merickel	Toronto
4.	E. F. Klotz	San Francisco
5.	L. R. Ginther	Ft. Wayne
6.	F. A. Knoche	"
7.	A. F. Todd	"
8.	H. T. Purdy	"
9.	E. P. Hayes	"
10.	R. E. McIntosh	"
11.	F. C. Potter	Toronto
12.	T. C. Potts	Ft. Wayne
13.	W. V. Crandall	San Francisco
14.	E. R. Byrd	"
15.	H. L. Brock	Chicago

ENDING NOVEMBER 8, 1910

Position	Salesman	Office Under
1.	E. F. Klotz	San Francisco
2.	W. V. Crandall	"
3.	R. L. Duncan	Ft. Wayne
4.	H. E. Dobson	New York
5.	H. L. Brock	Chicago
6.	H. E. Bleecker	Ft. Wayne
7.	C. H. Kelly	"
8.	F. E. Morris	Chicago
9.	J. R. Sibley	Boston
10.	F. Laughrey	San Francisco
11.	J. W. Merickel	Toronto
12.	D. A. Ryan	Chicago
13.	A. E. Moffatt	Toronto
14.	W. H. Pratt	Chicago
15.	W. Bradfield	Ft. Wayne

The reporters on the Boomer staff are the most persistent and penetrative individuals you ever met. The instant they scent a piece of news they squirm around like a girl with a bug down her back, until they get it. Why, they even get information from private correspondence. For instance: "J. W. Merickel wrote Mr. Bowser about big game in Canada and said if Mr. Bowser would come for a hunting trip Merickel would show him the best locations, providing Manager Hance assured him there is no possibility of Boston or anyone else coming within 10% of catching Toronto in the finish; otherwise he could not get off, as Toronto is out to win the Pennant with a margin that will frighten Boston sick." The Boomer is glad to give this inside information to its readers, which is indeed a timely warning.

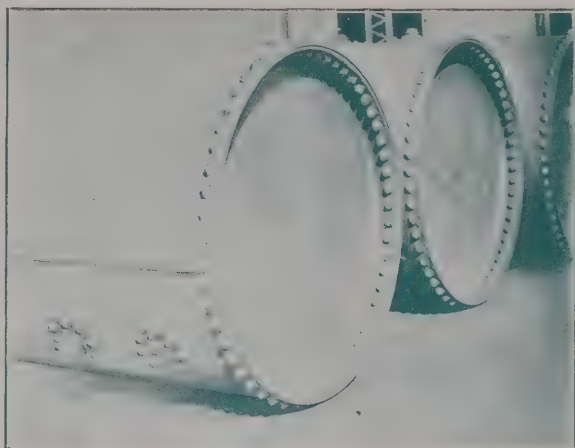
We picked the following letter up from the Sales Department:

"I want you to give me full information regarding this class standing, as to how much business I will have to write before December 23rd to be in Class B, and how much it will take to get in Class A, because I am sure going to walk about some for a few weeks now. I will be at the banquet if I live, and if I am not in Class B I will walk to Fort Wayne and sit on the steps of the banquet hall and eat cheese and crackers. You get me the information as soon as you can as to how much clean business you want to put me in the different classes and I will furnish the business.

Yours truly,

W. I. McCALL.

Mac started it by selling the Oklahoma City fire and police departments two outfits. Now, just between us, let's see if Mac makes good.



TANKS ARE TANKS.

Doesn't it rouse your sympathy when a prospect in his blissful ignorance says to you, "tanks are tanks"? Of course, tanks are tanks just as much as "a man is a man for a' that," but there are good men, and there are bad men. There are men worth \$10 a day, and there are men not worth \$2 a day. And so it is with tanks (if you can call some of them tanks, they are more like cans), some good and some bad.

As we were passing through the Receiving Department we came to a pile of pumps and tanks of other makes. Upon inquiry we learned that they were the experiments of merchants who had used them, found them worthless and replaced them with a Bowser. We found the pile to be the scrap heap.

Just to give the boys an idea of the construction of some of these "near tanks," we snapped a picture of one and then stepped over to a Bowser and snapped it.

The two are shown above. A man with absolutely no mechanical knowledge, a man without any experience in steel, a man perfectly blank on construction, in fact, the most unsophisticated ten-year-old boy, could see the superiority of the Bowser. There isn't a person in the whole world who wouldn't readily give five times more for a Bowser if he could only see how much more he really gets for his money.

* * *

May we never envy those who are successful but strive to imitate them.

* * *

BRAINS.

A Bowser model will rouse the interest or at least the curiosity, practically anywhere it appears, but after you have your prospect's attention and interest and are in on your selling

talk, you will find there are only certain points in your argument that appeal very strongly to him and that those same points had no attraction to the prospect you just left.

Here is where brains are necessary to recognize the points that strike him hardest and to use them to your best advantage.

The proper diagnosing of the case and the timely administration of the medicine will effect the sale. You can't demonstrate in routine or stereotype style and get the maximum results. You must be alive to the situation.

* * *

The Tablet race is indeed exciting, Johnson still leads but Crandall is second. Here is the present order of the ten highest:

- | | |
|-------------------|------------------------|
| 1. R. S. Johnson | 6. K. F. Hessenmueller |
| 2. W. V. Crandall | 7. W. C. Smith |
| 3. H. E. Bleecker | 8. H. E. Dobson |
| 4. E. M. Caskey | 9. C. E. Saunders |
| 5. J. N. Dietch | 10. W. E. Jenkinson |

We are keeping a private record of the twenty highest, and to give you an idea of how great the possibility is of a change in leaders any time, we mention the following changes in our private list. W. E. Moffatt had not heretofore been mentioned in connection with this race. Notwithstanding this he jumped right into 12th place last week. T. C. Potts had no position in it, but he too sailed in, landing in the 16th place. This clearly shows the winner will be the highest man at the finish and no one can say who it will be. You are each the possible victor. It entirely depends on you.

* * *

Said the Sparky, "Where is Miss Gas O. Line?"

"It's a long time since I've seen her,"

And the wheel spoke out in a tired way,

"Oh, that villainous Carbur-etor."

Editor:—

The article on "Hogs" by Mr. Hessenmueler in your last issue was read with much interest by myself, as this fair little city is vulgarly called "Hogtown" by all other cities and towns in this Dominion.

The statement that Chicago has more Cut No. 41 Bowser Outfits than any other three cities in the country is remarkable if true, but Chicago is called the "Windy City."

Toronto is only a small place compared with Chicago, the population of Chicago being about twelve times that of Toronto. The number of autos owned in this city is about nine hundred; but I venture to say that Toronto has more Cut No. 41 Bowser Outfits in private use than any other city on the American continent, in proportion to the population and number of cars owned.

When it comes to intelligence, or even for qualifying as "hogs," you have got to give it to Toronto.

Yours very truly,

A. E. MOFFATT.

It looks as if you are right about Toronto, Moffatt, when it comes to "hogging" first place.

It is hardly within the lines of polite society to be crowding to the front so all the time, and it's anything but lady-like to say the least.

* * *

WASH DAY.

Of course you have your linen laundered and your clothes dry cleaned, but how about your selling arguments? Do you ever give them a scrubbing and a polishing? Did it ever occur to you that they might have grown somewhat shabby through continual use or just a little limp through frequent handling? Why not give them a little dry cleaning? Stir them around in your think tank; air them in your thoughts; press them between a few new ideas; starch and stiffen them up with a little enthusiasm, and then iron them out with the heat of zeal. And furthermore, why not add a few new garments to your selling talks? What new argument have you added in the last two months? Don't think for a minute you have gotten them all. No-sir-ee, you haven't, we haven't, and no one else has. There is far greater possibility with the Bowser line than anyone has yet uncovered.

* * *

VISITORS AT THE FACTORY.

C. C. Barnett.	F. A. Knoche.
R. McClure.	E. L. Milliron.
H. C. Carpenter.	W. J. O'Brien.
W. M. Mann.	

FOR PURSUERS OF SUCCESS.

Earnestness is the best gift of mental power and deficiency of heart is the cause of many men never becoming great.—Bulwer.

There is no substitute for thorough-going, ardent and sincere earnestness.—Dickens.

What is difficulty? Only a word indicating the degree of strength requisite for accomplishing particular objects; a mere notice of necessity for exertion; a bugbear to children; a stimulus to men.—Samuel Warren.

Accustom yourself to master and overcome things of difficulty; for, if you observe, the left hand, for want of practice, is insignificant and not adapted to general business.—Pliny.

* * *

Whenever we have the opportunity there is nothing we like better than to talk to some of our old salesmen about their work in the field and their methods of getting the maximum results. When on this topic recently, this is what one of them said:

"I co-operate with the insurance men. A half hour or so spent with these men is a help. Co-operate with the insurance man; sit down with him and show him your model; you will find it a great help to you. I know it is going to result in lots of good in my territory. Now, these same tactics apply with double force in regard to the oil men. I have received more genuine solid help and assistance from a friendly tank wagon driver than from any other source and it doesn't cost me anything, either. I help him and he helps himself by helping me, so it is simply an exchange of helps. They are friendly to me because I treat them courteously and friendly. I'm not too stuck up to say, 'Hello, Bill.' It doesn't matter where I see them. Here's just one instance: I had just got into town and was out in front of the hotel. I saw a tank wagon coming down the street and kept my eye on it. As it came up I recognized the driver and stopped him right in front of the hotel to say 'How do' to him. I didn't mind his greasy face and soiled clothes. I was talking to a man—not clothes. Well, the result was that he gave me a prospect five miles out and he offered to drive me out altho' his regular trip wasn't until the next day. It is needless to say I got the order. That's not an exceptional case. All the drivers in my field are just about as friendly because I treat them like gentlemen—nothing more."

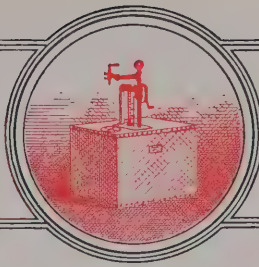
No doubt many of our old salesmen know the value of a hearty co-operation with the oil men, but it may be a new thought to a number of the men and they may profit by it.

* * *

Old Salesman—"How are you getting on in the class standing?"

New Recruit—"Oh! I'm holding my own. I started in G and I'm still there."

BOWSER'S

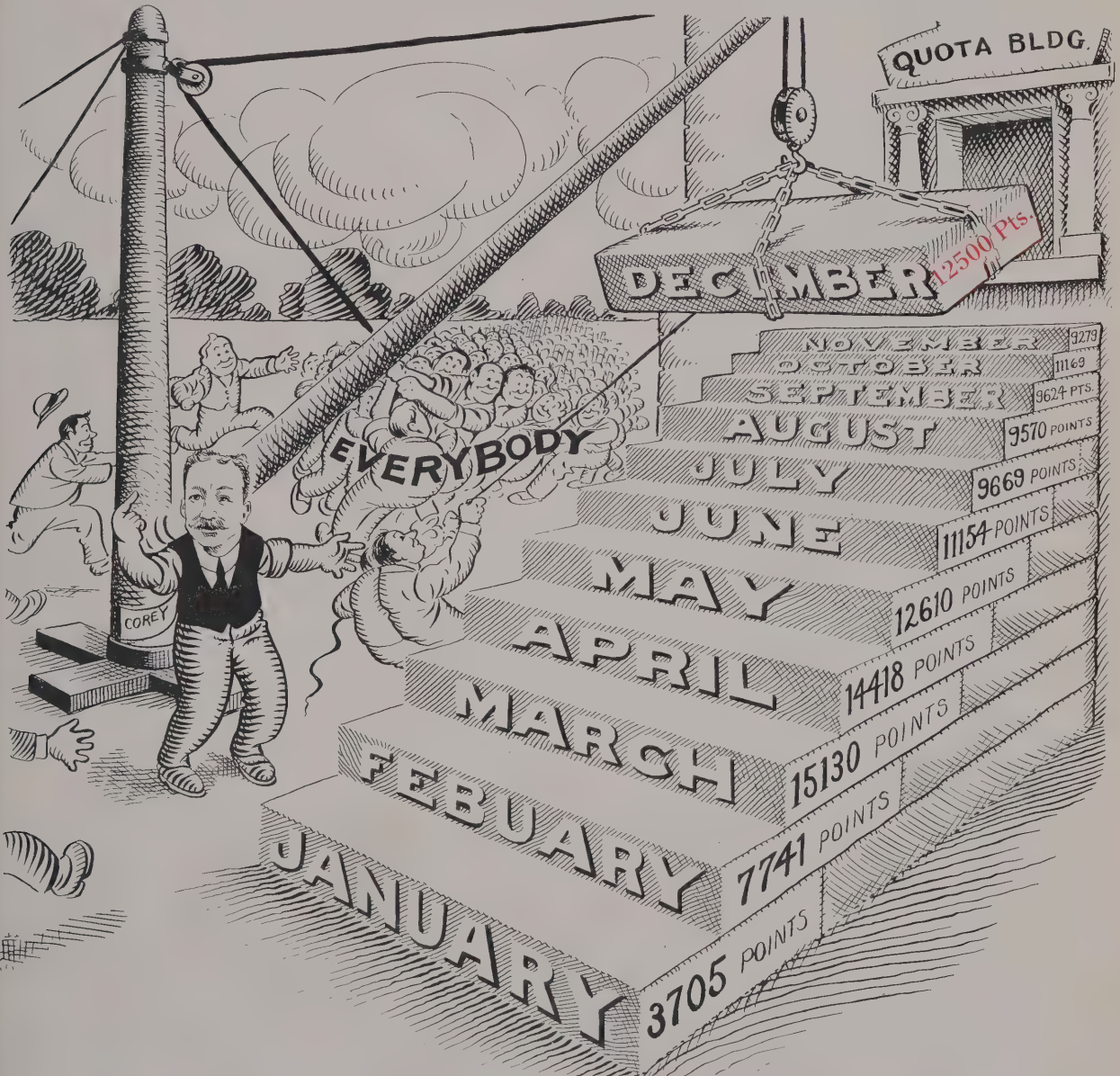


BOOMER

Vol. V

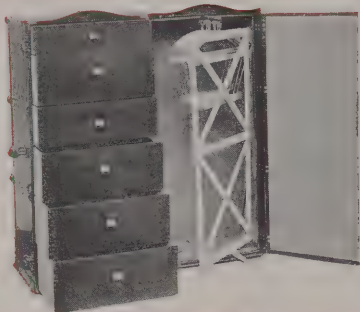
DECEMBER 1, 1910

No. 13



DECEMBER, the last step in the Quota Building. This step will take a consolidation of the best of efforts. No single pull will put it there. It will take a succession of pulls—a continuous pull and a pull altogether. SWING IT with clean-cut firmness straight to the line. Keep the line taut and with everybody pulling we will land it.

SALESMEN'S CLASS STANDING, WEEK ENDING NOVEMBER 22, 1910



AAA

Bird, E. R.
Bleecker, H. E.
Gumpper, J. D.
Johnson, R. S.

AA

Crandall, W. V.
Heusner, G. L.
Todd, A. F.
Smith, W. C.
Waite, H. G.



A

Benham, M. C.
Collins, S. A.
Fitzpatrick, W. J.
Milliron, E. L.
Richardson, F. H.



B

Caskey, E. M.
Dietch, J. N.
Dorsch, A. W.
Duncan, R. L.
Hessenmueller, K. F.
Peeples, F. H.
Potter, F. C.
Roberts, J. G.
Saunders, C. E.
Thompson, E. R.
Williamson, J. H.

C

Anderson, A.
Bagby, A. E.
Byrd, A. L.
Cook, F. H.
Davis, J. M.
Devereux, F. M.
Dobson, H. E.
Eggleston, C. R.
Eichelberger, W. F.
Ginther, L. R.
Gustorf, E. B.
Heintze, Max.
Jeavons, H. J.
Jenkinson, W. E.
Kennedy, W. M.
Knoche, F. A.
Ladd, W. H.
Laughrey, F.
Moffat, A. E.
Murphy, E. J.
Parker, W. S.
Payne, C. B.
Purdy, H. T.
Rich, R. F.
Schnabel, G. H.
Smith, L.

D

Abel, J. C.
Bentel, G. E.
Bowen, G. E.
Bradfield, W.
Briggs, E. H.
Cashman, P. F.
Chase, D. W.
Chrone, R. E.
Connolly, J. F.
Dalgaard, H.
Deming, W. N.
Downer, J. A.
Earle, H. U.
Fertig, K. H.
Harley, Geo.
Hayes, E. P.
Homsher, J. E.

ONE HUNDRED PER CENT MEN

All salesmen in class "B" or better have secured 100 per cent of their quota—are one hundred per cent men. You must be in class "B" or higher to receive a prize. Although the prizes to be given are most useful as well as elegant, it is not only the mere reward that spurs one on. It means far more. To occupy such a standing means you are accomplishing your aims. It means a larger bank account for you. That you are not only holding your own but climbing higher, that you are winning in the struggle for success. Your friends and acquaintances in the force are proud of you, and talk about you because you are a

SALESMEN'S CLASS STANDING WEEK ENDING NOVEMBER 22

D—Continued

Jordan, M. S.
 Libby, F. J.
 Lindsley, H.
 McGibeny, V.
 Merickel, J. W.
 Olson, J. C.
 Pinkerton, J. M.
 Potts, T. C.
 Romer, Geo.
 Ryan, D. A.
 Scott, G. W.
 Seymour, D. J.
 Stoddard, S. D.
 Thompson, W. A.
 Tucker, J. M.
 Ward, D.
 Ward, Jas.
 Weiss, J. G.

E

Alleman, W. D.
 Byrd, F. D.
 Casey, E. S.
 Childs, G. W.
 Childs, H. D.
 Combs, H. N.
 Dolan, E. P.
 Englebert, E. A.
 Ettinger, E. C.
 Ford, D. J.
 Keller, J. F.
 Kelly, C. H.
 Klotz, E. F.
 Lahon, L. H.
 Law, C. P.
 Mann, W. M.
 McCurdy, G. A.
 McIntosh, R. E.
 Nicholson, H. J.
 O'Brien, W. J.
 Olds, F. H.
 Ring, N. A.

E—Continued

Riverin, S. O.
 Robertson, W. Y.
 Roseoni, Nap.
 Rowland, J. L.
 Sheehan, J. S.
 Sherlock, R. H.
 Sibley, J. R.
 Smith, J. T.
 Walters, F. E.

F

Bay, J. C.
 Brock, H. L.
 Coddington, R.
 Hartgen, A. G.
 Henderson, L.
 Hoffritz, C. W.
 Holbrook, A. W.
 Hull, G. H.
 Laverty, A.
 Lawrence, E. C.
 Lucas, O. G.
 McCall, W. I.
 McClatchey, S. F.
 McClure, R.
 McCracken, R.
 Milliron, D. N. B.
 Morris, F. E.
 O'Neil, J. P.
 Percival, A. T.
 Pratt, W. H.
 Quarles, G. R.
 Savercool, W. W.
 Schlisinger, M. B.
 Smith, O. P.
 Thompson, R. E.
 Van Horn, C. H.
 Ward, J. C.

G

Austin, Osey.
 Bachers, H. P.
 Beadle, L. C.

G—Continued

Bechtel, R. W.
 Boshler, C. W.
 Bosworth, W. T.
 Brocks, E. A.
 Burdett, A. G.
 Byrd, J. F.
 Cashman, J. A.
 Collard, N. W.
 Cornell, A. B.
 Dalgaard, Adge.
 Denton, E. M.
 Dietch, H. F.
 Disher, E. W.
 Dix, F. M.
 DuBois, J. D.
 Dunkel, N. J.
 Dunn, E.
 Edwards, J. C.
 Ferris, F. C.
 Franklin, E. C.
 Frierson, C. R.
 Frost, C. S.
 Garrison, J. D.
 Gaskell, W. H.
 Gentry, Reuben.
 Guenther, A. M.
 Hafner, G. W.
 Hance, G. R.
 Harding, E. M.
 Harris, H. J.
 Hastings, G. H.
 Hayes, J. D.
 Hough, A. H.
 Hunt, E. T.
 Hyde, C. S.
 Jenkinson, E. L.
 Kershner, G. W.
 Ligon, E. J.
 Leavitt, W. Q.
 Martin, F. C.
 Mason, H. W.

G—Continued

Mathers, F. D.
 McCracken, J. O.
 McIntosh, A.
 McWaters, E. F.
 Meader, L. S.
 Medsker, J. H.
 Miller, A. J.
 Moore, H. R.
 Pabst, N. A.
 Pannel, N. B.
 Patterson, L. L.
 Peacock, D. A.
 Pettit, W. F.
 Phegley, F. G.
 Potter, G. S.
 Purdy, J. B.
 Rahn, S. B.
 Ratliff, A. G.
 Reuben, G. H.
 Riddell, Geo.
 Robertson, W. R.
 Rosconi, F.
 Rutt, R. A.
 Saunders, G. R.
 Shields, D. H.
 Short, C. H.
 Smith, W.
 Stephenson, F. T.
 Stimson, J. H.
 Stout, C. A.
 Tenney, H. D.
 Thompson, O. A.
 Wagner, J. L.
 Walker, E. P.
 Ward, F. B.
 White, J. C.
 Whitmore, J. H.
 Whittlesey, G.
 Widener, J. G.
 Williams, Joe.
 Willson, C. A.

success. You are an encouragement to your fellow salesmen who have not yet reached such heights. You shed a light of hope and give confidence and aspiration to your less successful associates. These are indeed great compensations in addition to the prizes. They alone are worthy reason for striving to and maintaining a higher standing.

In the 21 days left there is still an opportunity for the earnest, ambitious, enthusiast to push forward and secure this honor. It will take activity, courage and firmness, but you have these qualifications as well as others. Use them—they are the price. Make up your mind to dare and DO. Go after it and you'll win. If you slack up before you get it, it simply shows you are not willing to pay the price. Great rewards only gravitate to men of persistency and patience—one hundred per cent. men. BE ONE.

Bowser's Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

DECEMBER 1, 1910

Is your conscience clear on the quota question?

* * *

Twenty-one—that's all we have left before the close of the contest. Hit 'em up!

* * *

E. J. Murphy of the Toronto office secured a factory order last week which consisted entirely of Cut No. 44's, amounting to 55 points.

Where there's life there's hope, but where there's Tudhope there's an order. Eh! E. J.?

* * *

Briggs picked a 54-point D. C. order last week. Maybe he is qualifying to be an edifying and sedative ingredient in the Bronze Tablet entourage.

* * *

In looking over the sales record, we find the Canadian travelers seem to have a well-developed propensity for specifying Cut 15's to handle kerosene. Perhaps this is the secret of their hold on the quota.

* * *

Some merchants lie awake all night devising how to save a 2% cash discount at the front door while a 25% oil profit is continually dribbling out the back door.

* * *

Stata has fallen back from second place. Now the question is, "C—n he c—e b—k?"

* * *

Mr. Little handed us the following truism yesterday: Never try to impress people with your own importance. If you really are important your friends will find it out, and if you are not your pretense will only emphasize your insignificance.

* * *

In the grand opera of salesmanship the salesman should always perform in "B Natural," never in "F Sharp."

* * *

We heard from S. A. Collins, of the Buffalo Office, last week, saying they have a thirty-day sales contest among themselves down there.

Some aristocratic, high-toned, choicy canine assaulted Dan J. Ford of Iowa last week, severely biting his hand. Mr. Ford stood his ground and no doubt fared better than if he had retreated. But then, Bowser men never do retreat, and especially Dan.

* * *

Opportunity: Position as official Boomer photographer. Due allowance made for negative qualities. Only men of snap and able to focus themselves will be considered.

* * *

Based on the average of the twenty highest men our sales force would have done five million dollars to date.

This significant fact is enough to make us all think seriously. It is an indication of what twenty men can do, the possibility of every man, the financial prosperity resulting to you therefrom and the progress of our sales mark to five millions.

* * *

P. F. Cashman, traveler in South Dakota, received the sad message from his home in Rhode Island that his little daughter had passed away. Mr. Cashman has our sincere sympathy in his sorrow.

* * *

The story is out that J. D. Gumpfer is suffering from a badly sprained right hand, and finds it compelling him to chop his grandstand performance on the quota to indulge in a spell of rest. We haven't heard how he sprained his hand but we presume he overplayed it writing up orders. He has been just swarming them in trying to be first in the "AAAA" class.

* * *

We understand many of the boys clip out any article of particular interest that appears in the Boomer, such as the picture of the two tanks in the last issue. They paste them on card board for convenience in carrying in their pocket and use them in their sales talks. We will mail an additional copy for this purpose to any of the boys who may be keeping a file of Boomers and wish to keep them complete.

* * *

J. G. Rodman, of the Philadelphia Office, collaborating with J. W. Runyan, gave a demonstration and read a paper before the Fire Insurance Society of Philadelphia, recently. The society has a membership of 300 and the favorable relations established at this convention will be a helpful influence to the boys in the field.



RACE FOR THE GREATEST VOLUME OF BUSINESS.

Here are the nine highest men in sales and the rotation in which they come at this time. What the line-up will be at the finish no one can tell. The fact that you lead now does not indicate that you won't be distanced in the finish.

The prize in the race isn't secured by one great stroke of salesmanship—it takes a succession of good strokes. The man who wins is not the man who simply cuts a few fancy figures. This is a race that calls for staying powers. You must be strong on endurance. You must skillfully and swiftly glide past long datings and the danger holes of cancellations.

The fellow with sales skill, a long, steady stroke and never-tiring stride is the boy who will show up at the finish line when the prizes are being handed out.

The man that endures is the man that wins.

The race isn't won until the finish. Keep going!

G. L. Heusner, of Denver, scents a prospect as soon as he comes to town. He located a dry cleaner from Hong Kong, China, who was visiting in Denver. The result is that some steamer sailing for China in the near future will have on board a Bowser D. C. System.

* * *

Another case of corraling foreign friends is evidenced by a recent order from R. S. John-

son. He sold a Cut 47 with filter, to be shipped to Italy. Incidentally it tested the capacity and flexibility of the new order blanks. The outfit was charged to Ellsworth & Co., Cleveland, shipped to Oelrick & Co., forwarding agents in New York, consigned to Trotelle Luders, care of F. H. Humbert, Florence, Italy, via Genoa. Mr. Ellsworth said it was the most complete order blank he had ever seen.

FACTORY IMPROVEMENTS

Consistent with the immense volume of business which has been coming in from all directions, the factory has been making many improvements and expansions which are indeed notable.

Two new lathes have been installed in the machine shop and with other additions the capacity of this department has been increased thirty per cent.

Four new grinders have been installed in the casting room, increasing the total number of these machines to ten.

The carpenter shop and paint shop have absorbed the old shipping room and shipments are being effected from the newly constructed warehouse.

It has been said that one good turn deserves another, and that is what we mean by these

times alluded, but which is never as well expressed, we think, as by the actual consummation of some improvement which better enables us to render more acceptable service to our salesmen.



View of grinding room where the rough castings are ground and polished. It is equipped with ten grinders and sixteen polishers.

The changes which we have here mentioned are the latest of what has proven to be a continual succession of alterations necessitated by



The above is a view of the new warehouse and shipping room. It has trackage down the entire length of one side, where cars may be directly loaded for local as well as thru shipments.

additions. They are but the tangible manifestations of our appreciation, which we want our salesmen to feel, to which words have many

The new warehouse and shipping room has been in use several weeks and as the men become more accustomed to their new surroundings shipments will be made with the maximum accuracy and speed.



View of the "B" tank department in the paint shop. The "A" tanks are painted in an adjacent room of the same dimensions.

the immense number of orders received this season. Nor do we feel that we have ever finished. The satisfaction of one need serves only as the suggestion of another; each conclusion but a factor in the promise of a greater problem.

The fact that there has been no perceptible cessation in the flow of orders during the period of change from garage to store business, which is only to be expected during the passing of one code and the advent of a new regime, as it were, has convinced us in the assumption that our representatives have determined to justify us in anything we may accomplish toward the perfection of office and factory organization.

We appreciate that good salesmanship deserves, first of all, commendable treatment of every customer, not alone that the agents' agreements may be fulfilled in every particular, but that the customer may receive the material promptly and in satisfactory condition. We certainly glory in the propitious manner displayed by "Our Boys" in sticking with us to the close of this wonderful and prosperous year, and in return we shall continue to expand every effort devising really unthought of arrangements to augment facile dispatch of the wants of every purchaser.

* * *

LITTLE THINGS ARE IMPORTANT.

It is surprising what a great influence the little things have in the final results in salesmanship.

We all know a salesman's appearance has considerable to do with the impression he makes and the reception he is given by a prospect.

Neat and clean clothes, clean linen, clean shave and shined shoes are all necessary. A salesman who is slovenly and careless in these respects is repulsive to the majority of buyers, and though he may in spite of these drawbacks secure a fair amount of business you can bet it's simply because of his superior line that makes them buy and that he could double his sales if he would be more careful of his personal appearance.

On the other hand, an over-dressed salesman is displeasing to a great many. They receive him with mental ridicule and criticism. They size him up as a "Fop" and a "Sissy."

Now it is harder for the careless man and the over-dressed man to secure business, because they must overcome the prospect's disfavor caused by the appearance. It is harder for them to get the buyer's attention and confi-

dence and you must get their favorable attention and confidence before you can get their business.

Here is another instance of the importance of little things:

One of our salesmen over in Ohio had worked up a banker in Youngstown, Ohio, for a 3-bbl. 41 and 1-bbl. Cut 52. After writing the order he handed the banker a pencil to sign it. The banker took it and after looking at the pencil in a thoughtful way, said: "Allen M. Hogg, Democratic candidate for Auditor of this county, is doing a lot of advertising, isn't he?" Englebert mildly replied, "Yes, he is." After a little more thought the banker said, "Well, I guess I don't want an outfit, Mr. Englebert," and pushed the order blank from him. Englebert did some tall and fast thinking for a minute and then saw his mistake. In his haste he had handed the banker one of those campaign advertising pencils that has printing all over it.

It was only after profuse apologies and an explanation that he kept it only for making out his reports because it was soft that he got the signature and it's doubtful if he would have then if he hadn't luckily had another pencil. It was a little thing but it nearly cost him an order.

* * *

THE BRANCH OFFICE CONTEST.

TORONTO.

SAN FRANCISCO.

CHICAGO.

BOSTON.

FORT WAYNE.

NEW YORK.

PHILADELPHIA.

Toronto still leads and they are taking advantage of everything possible to hold it. Chicago has slipped back from second place but is only one per cent behind 'Frisco. Boston is only six per cent from second place and may yet wedge in ahead of them all and finish first. You know they are strong finishers. With twenty-one days still to go, everybody has a chance for first honors. Hold fast, all! Take courage! With the right kind of hustle there is time enough yet to put your district in the lead. Do it!

TO EACH INDIVIDUAL MANAGER, SUPERINTENDENT AND SALESMAN:

At the beginning of the year, we set a mark to be reached if possible, and I am certain that the thought of *impossibility* has not occurred to many of us. We "hitched our wagon to a Star" with no intention that the Star should grow dim and permit of our getting out of range or falling out of the wagon.

We are entering upon the closing month of this year's business with a determination to make good. December of last year was one of our very best and we look for the co-operation of every man connected with our sales organization, in whatever capacity, to make our close this year all that we expected when the quota was set eleven months ago.

We still see the rays of our Star and still have an opportunity to bring the total business for this year up to the mark set, but constant and diligent effort will be needed every working hour from now until the night of December 23rd. We need \$250,000 to make our quota **AND WE CAN GET IT.** Let December be a compliment to the business and a source of pride and satisfaction to the entire sales force. We propose to keep things lively until the end of the run, and don't care how much we exceed the limit.

We have a lot of individual prizes waiting for winners and several Sales Managers who have their eyes on the record. There is still a chance for Fort Wayne, Boston and New York to figure; Toronto cannot afford to stop; both Chicago and San Francisco are nervous, and by a well-planned attack, Philadelphia can get much nearer the top.

I am not betraying any confidence when I say that three of these offices have assured me that there is a surprise coming before the end of the year. Let due notice be taken of this statement by each office and provision made accordingly. We must have that \$250,000 in December. We will be with you—and after you—to get it. **IT CAN BE DONE.**

D. A. COREY,
Gen. Sales Mgr.

BOSTON

The Boston Office has a very exciting contest on. A remarkable coincidence in their general contest is that H. G. Waite, who now leads, was last man in the previous report appearing in the October 24th Boomer.

The following is the standing of the salesmen. The contest runs from August 1st to December 24th. The list below shows the positions of the salesmen in the General Contest for the salesman who sells the largest amount of business on his quota for the period, up to and including November 19th:

- | | |
|-----------------------|---------------------|
| 1. H. G. Waite. | 10. J. L. Rowland. |
| 2. N. A. Ring. | 11. H. U. Earle. |
| 3. W. J. Fitzpatrick. | 12. E. H. Briggs. |
| 4. F. H. Richardson. | 13. J. F. Connolly. |
| 5. Lewis Smith. | 14. J. R. Sibley. |
| 6. H. D. Childs. | 15. V. McGibeny. |
| 7. D. W. Chase. | 16. Edward Dunn. |
| 8. M. S. Jordan. | 17. F. H. Hill. |
| 9. D. J. Seymour. | |

The following list shows the relative positions of the salesmen in the Kerosene Contest for the same period, up to and including the week ending November 19th:

- | | |
|-----------------------|------------------|
| 1. J. F. Connolly. | 7. D. W. Chase. |
| 2. N. A. Ring. | 8. Lewis Smith. |
| 3. F. H. Richardson. | 9. H. G. Waite. |
| 4. H. D. Childs. | 10. V. McGibeny. |
| 5. W. J. Fitzpatrick. | 11. F. H. Hill. |
| 6. J. L. Rowland. | 12. Edward Dunn. |

H. E. ANDERSON,
District Manager.

* * *

TORONTO.

Editor:—

We would be pleased to have you announce through the columns of your valuable paper that the Toronto Office had a very hot contest during the month of October, the result of which we are just able to announce.

As you will recall, in a former issue of the Boomer, we were offering as a prize, during the month of October, a very fine gentleman's silk umbrella with sterling silver mounted handle. That a great deal of effort was put forth in the winning of these prizes is indicated by the fact that the five winners secured from 100% to 209% of their quota. The successful contestants were:

Mr. F. C. Potter, working in Southern Ontario.

Mr. George Harley, working in Nova Scotia.

Mr. A. E. Moffatt, working in the City of Toronto.

Mr. J. W. Merickel, working in Manitoba.

Mr. G. A. Merickel, also working in Manitoba.

Our last contest, which is now on, covers the

period from November 1st to December 23rd. We have not as yet decided definitely the nature of the prizes to be given, but wish to say that three handsome prizes will be awarded to the three salesmen making the highest percentage of their quota for this period. No salesman will be eligible for a prize, of course, unless he exceeds his quota.

Yours very truly,

W. R. HANCE.

* * *

FORT WAYNE.

The salesmen's contest in the Fort Wayne division, held during October, has been closed and we are pleased to announce the prize winners as follows:

R. L. Duncan from Wisconsin (Murry Division) won first prize in the Quota Contest, securing 197% of his quota; and the especially pleasing feature in connection with Mr. Duncan's success was the average terms of his orders, which equalled ninety days. Dan J. Ford from Northeastern Iowa (Murry's Division) won second prize with a quota of 159%.

C. E. Saunders from Florida (Sitton's Division) secured the greatest number of orders during the month, having closed twenty-three different prospects, and to him was awarded first prize on this entry. M. C. Benham from North Central Iowa (Murry's Division) won second prize on the greatest number of orders written, having secured twenty-two. Mr. Benham really qualified for two second prizes, having secured second highest percentage of quota and second highest number of orders.

Inasmuch as a ruling was made at the beginning that one man should not receive more than one prize, we decided to allow Mr. Benham second prize on number of orders. The other boys ought to be given a handicap over Mr. Benham, as it looks very much as if he were a professional.

W. D. Alleman of Central Eastern Texas (Neff's Division) won first prize in taking orders on short terms. Mr. Alleman not only secured 100% of his quota, but kept the average terms of his orders to forty-three days. A very close second in this contest was J. Milton Tucker of Northeastern Texas (Neff's Division), who secured 97% of his quota and kept the average terms on his orders to forty-six days.

All of the prizes were very useful and to avoid any discrimination the first prizes were alike and consisted of two quart Thermos bottles with two compartment sole leather case with the name of the winner in gold on the lid.

The second prizes were also alike and consisted of a double compartment, tan leather portfolio, specially constructed with a special pocket for each of the following articles: Bulletin book, color plates, price book, calling lists, pencils, stationery, envelopes, order book and general literature, with the name of the winner in gold on the case.

* * *

In the last sales contest Murray's division won two of the prizes, and, in the talk it created, Murray said his district would take three straights next time. We said if they did we would print their names in red ink. They did and we have kept our agreement. We can best express further views in the following from Kipshake Spearling:

Ride a cock-horse

To Sales-contest race

To see **Duncan-Ford-Benham** each taking first place.

With rings on their fingers

And bells on their toes—

Murray will lead them wherever he goes.

* * *

The confidence, popularity, esteem and almost indispensable position in which the Bowser is viewed by the autoist is forcefully illustrated by a business conversation Mr. Barnet happened to overhear. The gist of it is as follows:

A couple of automobile tourists from New York recently stopped at the Kavanaugh Hotel, Harrisonburg, Va. Two garage proprietors, learning of their arrival in town, solicited their storage business for the night in each other's presence. The following colloquy occurred:

"Do you handle your gasoline in a Bowser underground tank?" the automobilists inquired of the first garage man.

"No, but I've been thinking of doing so," he replied.

Then the autoist said to the other garage man, "How do you handle your gasoline?"

"With a Bowser," he answered.

"All right," they told him, "We'll go along with you."

The Bowserless man is still sore, but promises to get in line soon.

Moral: The only time a Bowser costs anything is when the oil handler tries to get along without it.

Yours truly,

C. C. BARNET.

* * *

Mexico has been agitating a change of rulers, and because our old friend, Pandemonium, now reigns, the entire personnel of our Mexican office felt hurt without any cause and left for Texas, under the pretense that it was for their health.

THE BOOMER BULLETIN.

Good morning.

Are you listed among the "Fifteen High Boys?" Congratulation if you are, for it means that you have had a VERY successful week and can consequently jingle a few more dollars in your pocket than you could if you hadn't been. It must also be gratifying to your friends and family to find you there, that they may point to you as a progresser and a success.

The Fifteen High Boys for the Week

ENDING NOVEMBER 15, 1910

Position	Salesman	Office Under
1.	L. C. Beadle - - - - -	Fort Wayne
2.	H. G. Waite - - - - -	Boston
3.	T. C. Potts - - - - -	Fort Wayne
4.	W. H. Pratt - - - - -	Chicago
5.	K. F. Hessenmueller - - - - -	Chicago
6.	E. J. Murphy - - - - -	Toronto
7.	M. C. Benham - - - - -	Fort Wayne
8.	E. R. Thompson - - - - -	Fort Wayne
9.	E. F. Klotz - - - - -	San Francisco
10.	D. W. Chase - - - - -	Boston
11.	J. H. Williamson - - - - -	New York
12.	J. D. DuBois - - - - -	Fort Wayne
13.	J. C. Olson - - - - -	" "
14.	B. N. D. Milliron - - - - -	" "
15.	R. E. Chroné - - - - -	" "

ENDING NOVEMBER 22, 1910

Position	Salesman	Office Under
1.	A. S. Johnson - - - - -	Fort Wayne
2.	Chas. B. Payne - - - - -	" "
3.	E. H. Briggs - - - - -	Boston
4.	J. N. Dietch - - - - -	Fort Wayne
5.	H. E. Bleecker - - - - -	" "
6.	K. F. Hessenmueller - - - - -	Chicago
7.	J. M. Pinkerton - - - - -	Fort Wayne
8.	J. W. Merickel - - - - -	Toronto
9.	S. A. Collins - - - - -	Fort Wayne
10.	M. S. Jordon - - - - -	Boston
11.	W. J. Fitzpatrick - - - - -	" "
12.	H. N. Combs - - - - -	Philadelphia
13.	E. M. Denton - - - - -	" "
14.	F. H. Peeples - - - - -	New York
15.	W. I. McCall - - - - -	Fort Wayne

T. C. Potts came in to renew his subscription but wanted us to credit him with \$5.00. He said he was in a contest the Boomer held some time ago on "Sale Arguments on a Wheel Tank." He said we never paid it and intimated we were eligible for membership in the Bum Sports Club and that initiation fees and dues should be waived.

The Boomer has changed hands since then and as no assets were turned over to us at that time we feel under no moral obligation to meet any of its old liabilities. In defense of the charge, however, we looked the matter up and find that G. E. Bentle was also a contestant and is surely deserving of at least half the prize, which would only entitle Potts to \$2.50.

We believe the matter was never settled because of the building, changing of departments and moving of the Boomer at that time.

To be sure it's out o' the question, suh, to hold any spo'tin' function, and decide with Bowser speed, accuracy and impartiality, suh, when the facilities to dispense them are hampered.

We think the fairest way is to have the contest over. Potts and Bentle can let their papers stand or write new ones, but we must have at least three new papers to make the contest fair. Here is the original offer.

Don't be satisfied until you have earned an appearance on this list. Don't let the result of the last election bother you, but do be concerned about getting on this bulletin. That has more to do with you and the price of bacon. But aside from the financial benefits and the honors, there's a feeling of satisfaction it brings that comes to all winners.

Several of the boys have only missed appearing once since the contest started. Resolve to "get the habit."

Editor:—

I wish to offer a prize of \$5.00 in gold to the Bowser salesman sending to the Boomer for publication the best selling talk on Cut 121 Wheel Tank and Cut 146 Gallon Meter.

Yours for a good one,
R. EUGENE CHRONE,
Texas Salesman.

Now, everybody try. The arguments don't have to be long,—just strong and convincing. Send one in and you may get that Five.

* * *

Did a prospect ever say this to you: "My business has been established for fifteen years. I have always sold my oil from a round tin tank, and I am using it now and making money. Why should I buy a Bowser?"

When that is his point of view of course you have a volume of splendid reasons why he should. Here are a few new view points that may make him think for himself:

It costs about three dollars to go on a train from Philadelphia to Washington and it takes three hours. It costs nothing to walk and it takes about five days. The man who walks can jingle three silver dollars that he might have spent in railroad fare, and the merchant with a tin tank might, like the man that walked, say he has saved the price of a Bowser but—has

Form 900

THE WESTERN UNION TELEGRAPH COMPANY.**24,000 OFFICES IN AMERICA. INCORPORATED CABLE SERVICE TO ALL THE WORLD.****ROBERT C. CLOWRY, President and General Manager.**

Receiver's No.

Time Filed

Check

SEND the following message subject to the terms
on back hereof, which are hereby agreed to.

Los Angeles, California.

S. B. Bechtel, Assistant General Manager,
S. F. Bowser & Company,
Fort Wayne, Indiana.

Congratulations on business done in October. Give my thanks to all salesmen for efforts and results under adverse conditions. My best wishes for a grand profitable finish of the year and a happy holiday season. Tell them are planning for greater and better thing in nineteen eleven than ever and hope every salesman will from the beginning of the year have the best and most profitable business he ever had.

A. Z. Polhamus,
General Manager.**READ THE NOTICE AND AGREEMENT ON BACK.**

he? It is just as false economy to use your old tin tank as it is to walk from Philadelphia to Washington.

The Bowser draws a straight line from the cost of the oil to the selling price. The difference is your profit.

It entirely does away with the hit-or-miss losses and head-or-tail gamble of profit from a tin tank.

In the last fifteen years the population of your town has increased. Has the number of your customers increased proportionately?

Since you started you have had competition very likely. Their business is younger than yours and is growing. Where does their trade come from and why didn't it come to you?

Candidly ask yourself, Am I making as much profit as I could and am I keeping up with the procession of the professions?

The swift moving current of life keeps moving and you must move with it all the time or be left far behind.

The Bowser is a part of the existing commercial universe, as is the railroads, the telephones and other modern utilities. Its use could not be abolished or reduced to any noticeable degree without changing the entire economic aspect of life where oils are sold or used. You need it in your business and pay for it whether you buy it or not.

When the General Manager was given a report of the October business, with the statement that its magnitude represented a "compliment" from the boys, he wired as above.

October sales were the largest of any October in the history of the Company. It was the result of the best efforts of every salesman to make it a "compliment" and was only accomplished by determination and co-operation in spite of unfavorable conditions, which, in view of the results, only emphasize the sentiment.

October sales for the year 1910 will be perpetuated as a "compliment to the General Manager" from the salesforce, and will always be looked upon as a token of their loyalty and faithfulness to the firm and esteem for the management.

Mr. Polhamus' reference to bigger plans for next year cannot but impress one of the prodigious, aggressive, progressive force, whose guiding hand is ever steering us unto greater accomplishments and prosperity.

And so it should be, for it has been truly said that he who does not advance slips back. One cannot stand still. We have been steadily advancing and may it always be so.

Let us make our past achievements, however satisfactory, only a background for the vital ever-changing activities of progressive Bowser salesmanship and enterprise.

BOWSER SALESMEN SYSTEM MEN.

Some time back, when the public garage business was not so well organized and established, one of our successful salesmen would approach his public garage prospect on neutral grounds and on a generally interesting and agreeable topic—that of systematizing his business.

Every concern that lacks sufficient proficient system loses considerable. The public garage is an especially easy prey when loosely conducted, as accessories, supplies for repairs, gasoline and other incidentals easy of access are readily taken without accounting to anyone for them through lack of system. Our salesman would outline a complete requisition system for the garage so no supplies of any kind could be secured without an accounting.

Then he would show how completely the Bowser outfit fitted in the system which the garage man would vow he would adopt. The garage man would study the advantages of the Bowser and acknowledge its many merits in connection with the requisition system. He would understand the function of the gallon meter and the gauge stick on the No. 41 and also the triplicate register on the wheel tank.

The salesman would then state the outfit was necessary whether he adopted the requisition system or not, which the garage man would agree to and the sale would be made. Seventy-five per cent. of the public garages now have a requisition system.

Bowser salesmen are system men. They systematize the oil departments. They recommend an equipment to check an article of merchandise and a commodity in the garage and factory that has heretofore never been audited. In the factory line the position of the salesman as a specialist is even more pronounced.

The factory salesman must be a specialist and an authority on oil storage to be able to make the proper recommendations for the best betterments.

Before we close we want to touch on systems in shoe factories.

The care of supplies in the shoe factory presents many chances for waste through careless handling and requires the attention of some one in authority. All supplies should be kept in a general supply room and not given out except on signed requisition by foreman of departments needing them.

The large shoe manufacturers realize that by keeping all supplies in one department in charge of a competent man, many dollars are saved annually, and the waste in handling reduced to a minimum.

By this plan, the different departments are supplied daily with what they require for their particular work, and the store-keeper can read-

ily tell by his records when a department is using more than it should.

No item needs closer attention than does cement. Many firms can trace a large yearly loss to the careless issuing of rubber cement. At the present price, which fluctuates from \$1.25 to \$2.00 per gallon, even the smallest waste in the different departments soon runs up into a surprisingly large loss. We haven't the space to mention all of the eminent virtues of the Bowser cement tanks in saving and safety. You know them. We merely wish to emphasize their indispensability in the accurate, systematic and economical distribution of this expensive material.

The Bowser system completes a requisition system of the stock room. It does not stop here but the system prevents danger and loss even to the employee using the cement. We allude to our Cut No. 28.

Care should be taken that too much cement is not given out at one time, as this will encourage waste among employees. Our plan is to have a sub-supply can, Cut No. 28, for the department requiring the material. The department supplies used are small in quantity but need frequent replenishing and are easily wasted if handled in an inconvenient receptacle. Of course, where an open vessel is used, there is considerable loss through deterioration. Furthermore, regardless of how small the quantity may be, the fire hazard is great as rubber cement is highly inflammable.

Our Cut No. 28 eliminates these department losses and fire risks.

The great fire danger of even a small quantity of cement is illustrated by a personal experience given by Mr. Gill of the "Superintendent and Foreman," Boston, Mass., which is as follows:

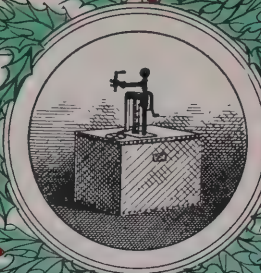
"I once saw a fire started in a shoe factory by an open cement dish being on a shelf attached to a post, and directly under the starting box of an electric motor. The fuse blew out from a starting overload, and, passing through a tin lamp shade, like a bolt of lightning, went into the open dish of rubber cement. This particular fire caused no damage except minor burns to the plucky operatives, who smothered the dish of burning cement with bags and threw it out of doors, but it taught two lessons: First, that cement should not be kept or used under an electric motor, and second, that open cement dishes are at all times an element of danger as well as wasteful of cement."

* * *

VISITORS AT THE FACTORY.

E. P. Hayes.	J. H. Armstrong
T. C. Potts.	P. F. Cashman
E. A. Englebert.	C. W. Hoffritz
R. S. Johnson.	C. W. Boshler.
W. R. Hance	Levi Swartz

BOOMER



NO. 14



*The prizes on this Christmas Tree
Are for boys who reach or pass class "B"
And we hope that by this plan,
There'll be one there for every man.*

SALESMEN'S CLASS STANDING WEEK ENDING DECEMBER 6, 1910

AAA	D	E—Continued	G—Continued
Bird, E. R.	Abel, J. C.	Smith, J. T.	*Ferris, F. C.
Bleecker, H. E.	*Bay, J. C.	Walters, F. E.	Frierson, C. R.
Gumpper, J. D.	Bentel, G. E.		*Frost, C. S.
Johnson, R. S.	Bowen, G. E.	F	*Garrison, J. D.
AA	*Bradfield, W.		Gaskell, W. H.
Todd, A. F.	Briggs, E. H.	Austin, Osey.	*Gentry, Reuben.
Smith, W. C.	Cashman, P. F.	Brock, H. L.	*Guenther, A. M.
*Thompson, W. A.	Chase, D. W.	*Casey, F. J.	Hafner, G. W.
*Waite, H. G.	Chroner, R. E.	Coddington, R.	Hance, G. R.
A	Connolly, J. F.	*Combs, H. N.	*Harding, E. M.
Benham, M. C.	Dalgaard, H.	Englebert, E. A.	*Harris, H. J.
Collins, S. A.	Deming, W. N.	Franklin, E. C.	Hastings, G. H.
Crandall, W. V.	Devereux, F. M.	Hartgen, A. G.	*Hayes, J. D.
Fitzpatrick, W. J.	Downer, J. A.	Henderson, L.	Hyde, C. S.
Heusner, G. L.	Fertig, K. H.	Holbrook, A. W.	Jenkinson, E. L.
Milliron, E. L.	Ginther, L. R.	Hough, A. H.	*Kershner, G. W.
Richardson, F. H.	Hayes, E. P.	Hull, G. H.	*Ligon, E. J.
B	Homsher, J. E.	Keller, J. F.	*Leavitt, W. Q.
Davis, J. M.	Jenkinson, W. E.	Lawrence, E. C.	*Martin, F. C.
Dietch, J. N.	Jordan, M. S.	Lucas, O. G.	*Mason, H. W.
Dorsch, A. W.	Libby, F. J.	McCall, W. I.	Mathers, F. D.
Duncan, R. L.	Lindsley, H.	McClure, R.	*McClatchey, S. F.
*Gustorf, E. B.	McGibeny, V.	McCracken, R.	McCracken, J. O.
Hessenmueller, K. F.	Merrick, J. W.	Milliron, D. N. B.	McIntosh, A.
Jeavons, H. J.	*Payne, C. B.	Morris, F. E.	*McWaters, E. F.
Peeples, F. H.	Pinkerton, J. M.	Nicholson, H. J.	Meador, L. S.
Potter, F. C.	Potts, T. C.	O'Brien, W. J.	Medsker, J. H.
Roberts, J. G.	Romer, Geo.	O'Neil, J. P.	*Miller, J. A.
Williamson, J. H.	Ryan, D. A.	Percival, A. T.	*Moore, H. R.
C	Schnabel, G. H.	Quarles, G. R.	*Pabst, N. A.
Anderson, A.	Scott, G. W.	Rosconi, Nap.	*Pannel, N. B.
Bagby, A. E.	Seymour, D. J.	*Rowland, J. L.	Peacock, D. A.
Byrd, A. L.	Stoddard, S. D.	Smith, O. P.	*Phegley, F. G.
Caskey, E. M.	Tucker, J. M.	Thompson, R. E.	*Potter, G. L.
Cook, F. H.	Ward, D.	Van Horn, C. H.	Pratt, W. H.
Dobson, H. E.	Weiss, J. G.	Ward, J. C.	Purdy, J. B.
Eggleston, C. R.	E	G	Rahn, S. B.
Eichelberger, W. F.	Alleman, W. D.	Bachers, H. P.	Ratcliff, A. G.
Harley, Geo.	Byrd, F. D.	Bassett, A. E.	*Reuben, G. H.
Heintze, Max.	Childs, H. D.	*Beadle, L. C.	Riddell, Geo.
Kennedy, W. M.	Dolan, E. P.	*Bechtel, R. W.	Rosconi, F.
Knoche, F. A.	Earle, H. U.	*Boshler, C. W.	*Rutt, R. A.
Ladd, W. H.	Ettinger, E. C.	Bosworth, W. T.	Saunders, G. R.
Laughrey, F.	Ford, D. J.	*Brooks, E. A.	Shields, D. H.
Moffat, A. E.	Kelly, C. H.	*Burdett, A. G.	*Short, C. H.
Murphy, E. J.	Klotz, E. F.	Byrd, J. F.	Smith, W.
Olson, J. C.	Lahon, L. H.	Cashman, J. A.	Speake, Claude D.
Parker, W. S.	Laverty, A.	Cornell, A. B.	Stephenson, F. T.
Purdy, H. T.	Law, C. P.	*Dalgaard, Adge.	Stimson, J. H.
Rich, R. F.	Mann, W. M.	Denton, E. M.	*Stout, C. A.
Saunders, C. E.	McCurdy, G. A.	Dietch, H. F.	Thompson, O. A.
Smith, L.	McIntosh, R. E.	Dix, F. M.	Wagner, J. L.
*Thompson, E. R.	Olds, F. H.	DuBois, J. D.	Walker, E. P.
Ward, Jas.	Riverin, S. O.	*Dunkel, N. J.	Ward, F. B.
	Robertson, W. Y.	*Dunn, E.	White, J. C.
	Savercool, W. W.	Ring, N. A.	Whitemore, J. H.
	Sheehan, J. S.	*Edwards, J. C.	Whittlesey, G.
	Sherlock, R. H.	Erwin, J. E.	*Widener, J. G.
	Sibley, J. R.		Williams, Joe.
			*Willson, C. A.

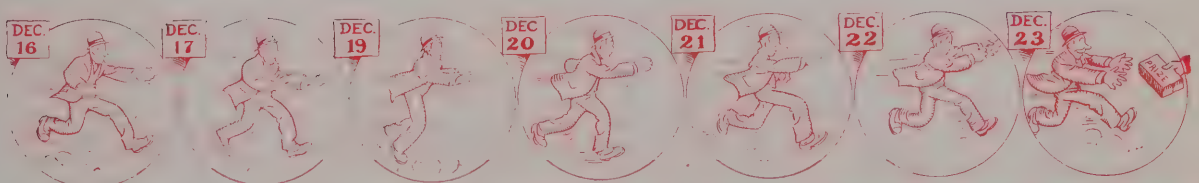
The position of a name in the different classes has no significance as to the relative standing in that particular class.

*The names before which appear a star are salesmen who are ineligible for prizes for reasons due to contest rules.

THE LAST CALL

- ¶ Seven is the number of days that lie between you and the close of the contest. You now have but one week in which to qualify for a prize. Make these last days a final drive. This is the crucial test.
- ¶ Will you be one of the prize winners?
- ¶ Will you be one of the three in greatest volume of business?
- ¶ Will you be the one to head the list?
- ¶ These final days may be the very ones to determine these questions. Every day until the end is a great opportunity to you. Work with every pound of energy and ounce of brain tissue you possess for the next seven days. The results depend on work---hard, well planned, ambitious, steadfast work. Don't overlook a single possible purchaser. One order may put you in. The sale of a Transfer Pump may change your class standing from "C" to "B." Show your speed and make the next seven count.

George Bowen just wired a 305-point order, which puts him in the A class



KALEIDOSCPIC CHANGES IN THE PROGRESS OF A PRIZE WINNER DURING THE NEXT SEVEN DAYS

Bowser's Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FT. WAYNE, INDIANA

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND
ITS EMPLOYEES

DECEMBER 15, 1910

There's going to be some doings at that banquet. Believe me!

* * *

We have made special arrangements for the writing of "Speeches of Acceptance" for prize winners and have received orders for same in unmentionable numbers. Prominent among those whom we have contracted with are: Geo. Bowen, W. E. Jenkinson, C. R. Eggleston, H. T. Purdy, F. M. Devereux, W. S. Parker and one from A. W. Dorsch two thousand words long.

* * *

A prospect who is impervious to tears and pleading will often melt like wax at the touch of indifference.

* * *

With an eye single to the public's interest and welfare, Charlie Saunders went to Cuba and supplied them with a 90-point Bowser. Pretty good for only one I.

* * *

R. S. Johnson was talking with the editor about the prize contest. "I'm going to take a prize," said Johnson, while Nature paused. Convinced that he was serious, Nature continued. And the merry world wags on.

* * *

A pessimist is a fellow that applies the brakes going up hill.

* * *

"It is pre-supposed," gasps Armstrong, "all our men will take a prize." That may be so, Prince Charming; none of them deny it, and most all of them boast of it.

* * *

Our high-g geared Automobillionaire salesman, J. P. O'Niel from Kansas, paid us a visit yesterday. We asked him to dash off a piece of his celebrated philosophy and while deftly performing the strabismusmatical feat of casting a retrospective and penetrating glance back into the past while he fixed a severe and hypercritical glare on the foibles and follies of the present, this is what he said: "Don't devote much time to fault-finding, unless you are a critic and get paid for it; otherwise you are a 'knocker,' which gets you nothing."

Obstacles have the effect of eliciting talents which otherwise would remain dormant.

* * *

The "Back-to-'B' Class" movement is on in earnest.

* * *

When a salesman gets down to business
He is sure to get up in the world.

* * *

IF

And Johnson should not get any more,
And Bleeker should tie Crandall,
And Dietch should gain 150 points,
And Hessenmueller cops a 5000 point order,
WOULD Caskey be first if he gets that order he's expecting?

* * *

Our Texas poet takes exception to the introduction of B's in a recent contribution, and gives vent to his feelings in the following verses:

While the busy B's are buzzing, and the Boomer brings the news; and as we travel through its pages, all quite pleasant to peruse, all agree that P's are proper, and that B's we will not heed, except for best and Bowser, these we readily concede; but the Boomer says outside of that, it's P's (points) that we need. B's are best for piling honey, but P's (points) it takes to pile up money; so with plenty prudent plodding, many perfect plans provide, with packs of push and pull you will, pluck a princely prize.

W. D. ALLEMAN.

* * *

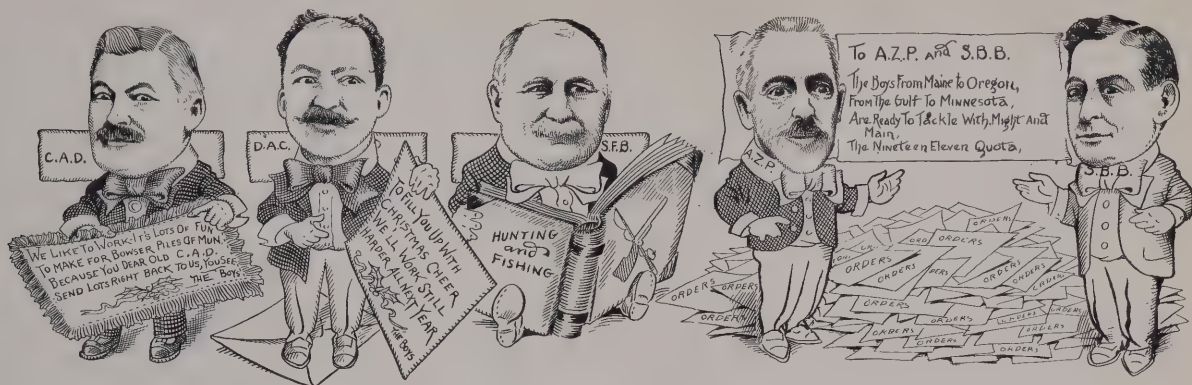
The Editor thinks it's about time to make a decision on this "P" and "B" business, so here it is without partiality:

It seems to me both "P" and "B"
Are really never in it
With indefatigable "E,"
Who hustles every minute.

For all the B's and all the P's,
And four and twenty others,
You'll always find the busy "E"
Outnumbering his brothers.

He's in the order and the prize,
And in your purse he's hiding;
He's ever in your eyes 'tis clear,
And in your smile abiding.

With cheer we greet the busy "E,"
He's never known to fail;
We love him best because you see
He closes every sale.



A PLAY ON BOSTON'S SALESMEN

(Synopsis as told in Western Grammar with a cold in the head.)

Fitzpatrick went to hear Rowland Ring, but when they began to play on the bells he Sibley couldn't Waite until they were Dunn as he classed it as Childs play and asked for a pass-out, but would MacGibeny away? No! So he had to stay and Seymore. In the last act Connolly made a Chase for Smith, capturing him on the brow of a Hill and found him to be Earle Jordan, Richardson, so he Briggs him home. (We hated to uncork this.)

* * *

"Hello, Central, give me San Francisco."

"Hello, is that you, Savercool?"

"Yes, Davies; I was just going to call you."

"What are the indications that Frisco will take the pin?"

"Oh, the boys have pledged to get it for Johnson and they are all geared up for it. Stoddard's slowest speed for the balance of the year is 15-point orders."

"Thanks for the tip. Good bye."

"Say, Central, give me Chicago."

"Hello, Stata; I was just talking to Saver-cool and he said they are going to cinch it, etc., etc."

"Take it from me, Davies, the pin will come here, but the heartstrings of the clamorous public must be played on a few days longer so we can get the proper climax. You see we've sold the moving picture rights and they insist on us making the scoop with a swoop."

Just then the line got crossed and we are still doubtful how to bet.

* * *

Adj. General A. Z. Polhamus has led the Bowser army back into Mexico and is prepared to siege the country until they secure an unconditional surrender.

Toronto,

San Francisco.

Chicago.

Boston.

Fort Wayne.

New York.

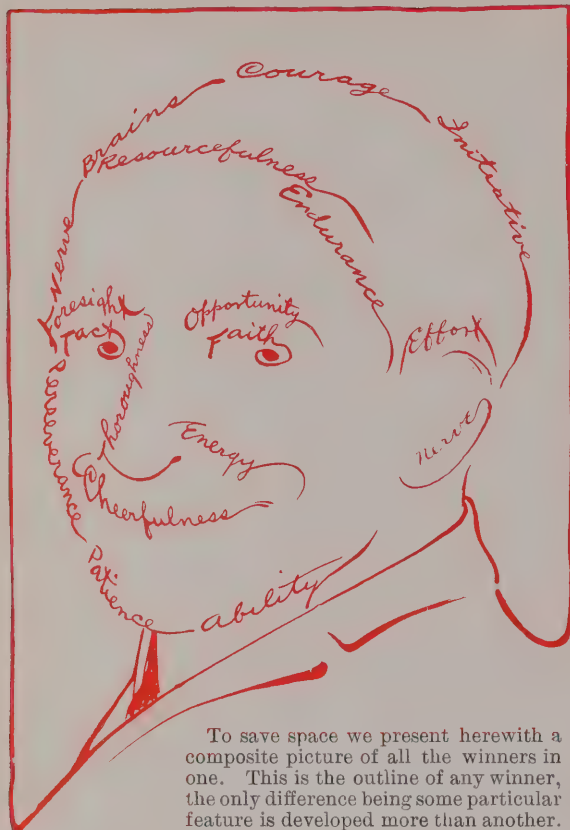
Philadelphia.

Well, it looks as if Hance will get the diamond ring all right, but it's hard to tell who will get the pin. Chicago is only two and a half per cent. behind 'Frisco, and in fact they are all pretty well bunched up. Salesmen in the field, it depends on you whether your manager gets the pin and your division wins the honor. Your best efforts were never more seriously needed. Get a perspective, a view of your division's work as a whole. Foster the ambition to see your district lead.

It takes force, grit and gumption to run down success. Failure is trying to run you down. Square off and hit out at it as hard as you can. You alone can save yourself and division from failure. Hit up the pace—make a dash for the front—bring all your powers into play—go in for all you are worth and **make the next seven days count.**

DISTRICT SUPERINTENDENT'S RAGE

The Michigan kid is still well to the front, although the Minneapolis marvel is a fast second, while Captivating Carpenter continues a close contestant. Next comes Nimble Neff, with a notable number of the "needful," followed close by Sunny Sitton, seeming safe and sure for second, or—something. Then comes Modest Mac, manifesting means to make margins melt any moment, bantering Bold and Brave Barnett is bent on beating the best, but in the finish Hale and Hearty Heinen may be high in the heap, for to hit hard in the home stretch is a habit he has.



* * *

COMPETITION IN THE AUTOMOBILE BUSINESS.

Price Cutting.

When it comes to competition there is hardly a selling game that is keener than this line. Some of the companies have resorted to price-cutting and the Chalmers-Detroit Company's attitude on the subject is given in a letter received by a local garage dealer.

Their disposition heartily coincides with our own views in the matter of price-cutting in any line. The letter is quite lengthy but to give you an insight on their attitude, we quote them in part.

"We are not affected in the least by other companies advertising the fact that they can market their cars for less money. It has been a well-known fact for some time that some companies would have to do one of two things—either lower their prices or go out of the business. The public has gained considerable knowledge about automobiles in the last two years and it will no longer stand for the construction of some of the cars that some of the companies have been making and attempting to sell at good prices.

"We set the price at a figure that would give us quality. We are giving more for the money in design, in materials, in the building, in the inspection and in the service we give to Chalmers owners, than any other company that we know.

"The Chalmers standard of efficiency in a motor car is not gauged or governed by that of any other car. Our policy is to build cars as good as we can, not as fast as we can. We have observed that quality always wins in the long run,—in fact that nothing else does win in the long run. And we are in this business for the long run.

"We have studied carefully the desires of the public as regards motor cars and we are convinced that the public wants good cars first of all. The price is a second consideration. However, we are proud of our ability to build good cars at medium prices. We are going to keep right on building good cars—always good cars—the best that can be built for the money."

And so it goes.

Bowser & Company always have been sticklers for quality. It is the quality and dependability of our goods that have gained for us our reputation and the confidence of the world.

Confidence is the foundation upon which the successful business structure is built. Any concern may gain some trade through the enticing allurements of prices apparently cut to smithereens, but the low price is due to poor material and faulty construction and no concern can make for permanency on it.

Bowser's have blazed the trail of progress and they are the men who are bringing forth the new idea of the present. We are conscious that the future rests upon satisfied customers—the confidence of the world. Without it we could not attain supremacy.

Nearly a million satisfied customers is what has placed us pre-eminently the first in the land in our line. Pioneers in the business, we have gone steadily on, foremost in workmanship and design, and in quality, first, last and all the time.

* * *

Through our connections with the Postal, Western Union and Associated Press wires, the Boomer has arranged to give Assistant General Manager S. B. Bechtel hourly reports of sales during the balance of the contest and the following flashed over the wire just as we were going to press: "Medsker and Carpenter, 32 points; S. A. Collins, 35 points; W. C. Smith, 53 points; H. E. Dobson, 61 points, and F. E. Morris, 50 points."



FOLLIES OF 1910

The above is a picture of one of our trucks loaded with outfits of various makes that have been replaced with "Bowsters." They are being hauled from the scrap pile to the foundry to be melted down to ore. Among them you will find Camaks, Cambers, Camions, Calottes, Camatas and numerous others.

You will also find a few old style Bowsters, for Bowser users are a progressive class and realize that while their old outfit has been a good investment, a 1910 Bowser will prove even more profitable because of the additional advantages it affords.

The Bowser will continue to advance boldly, holding fast to all that which is good in principle and method, to which it strives to incorporate even greater improvements—the best that mechanically trained brains can produce; and fights for all reforms that secure greater economy and better service.

Don't overlook your "exchange" proposition.

* * *

General Sales Manager D. A. Corey, W. A. Bersch and E. D. Eggiman have returned from a visit to the Eastern branches. A Boomer reporter asked Ed and Bill what they saw in the East that impressed them the most. "The Hip-podrome and Garry Rodman," came the answer in chorus, solid to a man, without a moment's delay.

TABLET CUTTERS' RACE

December 8, 1910.

Johnson, R. S.	1
Bleecker, H. E.	2
Crandall, W. V.	3
Dietch, J. N.	4
Hessenmueller, K. F.	5
Caskey, E. M.	6
Smith, W. C.	7
Dobson, H. E.	8

Seven days more and we will know whose names are to be put on the Bronze Tablet. The amount of business you secure between now and December 23 will decide whether YOUR name will be there. Courage, enthusiasm, optimism, hope! All these are essential qualities of salesmanship. Don't belittle your chances for this high honor, get a grip on yourself and finish the race with all the power and energy you possess. The essential in the process of getting there is to do your best each day. You can't secure orders in the past or future; you must get them NOW. The finish is value of every race; the crucial moment; the final test; the deciding point. How will you finish?

* * *

RAILROAD DEPARTMENT

Since the last Boomer was issued we sent our Western railroad representative, Mr. W. T. Simpson, to Denver, Colo., to get in touch with the officials of a large and prominent western Railroad, and he was successful in landing a nice order for a large tank and self-measuring pump, etc., for the storage of gasoline. Our silver-haired friend must be congratulated in obtaining this order as it was a hard one to land.

Mr. Hyndman did well last week, closing two large orders in one day from some eastern roads.

Besides these orders, we received several others of small proportions and our figures for December are already beginning to climb up.

We must not forget our Southern friend, Mr. E. H. Barnes, who has been camping on a proposition for several equipments for a road in the South and he had his full kit with him. By his perseverance, eloquence and the superiority of his goods, he was able to close oil storage equipments for five different stations.

Each of our railroad salesmen realize that their best efforts are required in order to swell the total figures for 1910 as much as possible, and we feel sure that they will leave no stone unturned to the end of the year to accomplish that end.

NEW SALESMEN, NOTICE!

Salesmen entering our employ on and after July 1st are not eligible for prizes in this contest.

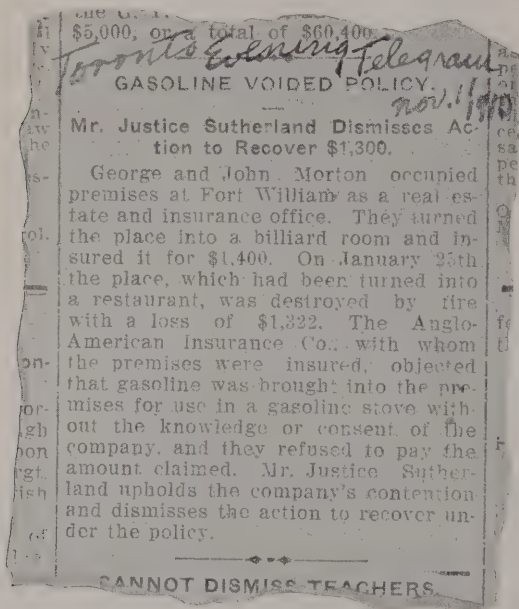
* * *

INSURANCE

It sometimes occurs when a salesman tells a prospect his insurance is invalidated, due to the way he is handling his gasoline, that a dispute follows. The merchant thinks that because the insurance man sees how he handles it that it is all O. K. Not so. It is what the policy says that counts and every insurance company in the world charges extra for the careless handling of gasoline.

It must specify in the policy the quantity and method of handling and the man who fails to comply with same will find everything lovely until something happens.

The following clipping covers this point:



* * *

It seems strange that it is necessary to continually call the attention of the public to the danger of gasoline when improperly handled, but after a user recognizes the necessity of a modern storage system, it is a shame and a crime that he is sometimes led into purchasing a system that still fails to give him complete control of his gasoline and is simply the lesser of two evils.

We refer to any gasoline system that has a return pipe to the storage, or a system that is

connected with sewers or has any opening whatever that will permit the escape of fumes, except by a special vent outside high in the air. The purchaser of such equipments have only vain regrets and all the questions concerning danger which at the time were so smoothly explained away, are later answered only by the report of an explosion.

The "Scientific American" of December 11th, containing the following article, again draws the matter to our attention:

"Heavy explosions in the sewers of a portion of New York City containing many garages, again draw attention to the danger of allowing petrol to enter sewers. Some of these explosions were so violent as to resemble the explosion of a small boiler. Manhole covers were blown into the air, windows in the neighborhood were shattered, and a number of persons injured. The sewers of the city discharge into tide water, and at high tide the sewage in them backs up in some cases. It is probable that petrol floated on the surface of the sewage when the latter was backed up by high tide, and its vapor was ignited by a spark that might have been due to several causes. While such explosions will not follow every discharge of petrol into sewers, their occasional occurrence and the possibility of much serious injury from them, are a justification for rigid rules efficiently enforced to prevent the practice."

In the purchase of a Bowser you have complete control of the liquid; an outfit that is constructed entirely of metal and a system that has no openings or outlet, except the fire-proof outside fill pipe to the tank, the suction pipe to the fire-proof pump, and the special outside vent high in the air.

A system that only HALF protects you DOESN'T protect you.

THE BOWSER IS THE POSITIVE SAFEGUARD.

* * *

Little drops of water,
Little grains of sand,
Never stall a motor
When "Bowser" takes command.

FRENCH.

* * *

There are few people that are broad enough in character to prefer censure which will enable them to improve, to flattery which deceives them.

CANADA

The Toronto Office has arranged for an exhibit at the annual Canadian Auto Shows. The Toronto show will be held February 24th to March 4th, in the St. Lawrence Arena. The Montreal Show will be held April 1st to 8th in the Coliseum. These exhibits always bring very gratifying results. They are attended by people from all parts of the Dominion, and often have visitors from foreign countries. Last year we received several nice prospects from London and Russia, the result of these exhibits.

* * *

H. T. Jeavons of British Columbia tells us there are few more absorbing pleasures than selling Cut 81's. He sold one of 10-bbl. capacity last week. It is going in what might be termed a barren country and the freight will amount to \$150. It is an excellent sale and Toronto presented him with a box of cigars for it while Hance topped him off to a new hat.

* * *

George Harley of Nova Scotia, who doesn't care what he puts over in the way of big orders, slapped one in from the Anglo-New Foundland Co. for 50 points.

* * *

E. J. Murphy is doing splendid factory work. He just sent in one for 120 points and we fear lest he will reach the place where the quality is strained to the breaking point.

* * *

A. E. Moffat did a nice piece of garage work last week. He had a prospect for a Cut 52 but when he left the place he had an 85 point order tucked away in his jeans which consisted of 3-bbl. 12-ga. 41, 1 5-bbl. and 4 2-bbl. Cut 115's complete. We respect a salesman's ability to sell a man what he needs regardless of his inquiry and note with what smoothness and precision it was done in this instance.

* * *

A stitch in time saves nine. A Bowser is the stitch to which to hitch.

* * *

NEW YORK

The "Boomer" has devoted more or less space to the men who stand high in the Class Contests and it is right that it should. Nevertheless, our organization as a whole owes a great deal to the large number of salesmen who for one reason or another in the year 1910 are not securing the percentage of business on their quotas that was rightfully anticipated.

In looking through the records of the New York Office for the year to date, we find some interesting information, particularly among the General Line men, as to the distribution of their business in the various lines. Mr. F. J. Libbey has done approximately 50 per cent. of his business in the General Store trade, dividing the remaining 50 per cent. between the Public and Private Garage trade. Mr. Roberts' business has been approximately one-third General Store, as has also Mr. Weiss's, and Mr. C. P. Law has divided his business equally among the Public Garage, Private Garage, General Store and Factory lines.

The information at hand shows that the New York sales organization as a whole has done an equally distributed amount of business on the lines handled by each salesman. Such a division in the sales shows particularly intelligent work and there are undoubtedly a great many men in the Bowser sales organization who have had the general welfare of the Company constantly before them, to whom we wish to send our greetings and best wishes for greater success to each and every one of them next year.

R. S. COLWELL,

District Manager.

* * *

SAN FRANCISCO

Three prizes of twenty-five, fifteen and ten dollars valuation were offered by this office to the three salesmen who secured the largest percentage of their quota during October and November. Mr. Walters captured first prize with 150% of his quota, Mr. F. Laughrey second, with 128%, Mr. E. F. Klotz third, with 125%.

A \$5.00 hat was given to all other salesmen who secured 100% or more of their quota. Those winning hats were:

W. V. Crandall

R. F. Rich

E. R. Bird

E. C. Van Houten

S. D. Stoddard

W. W. Savercool missed a hat by a Transfer Pump, J. M. Davis and W. E. Jenkinson by a siphon.

Eight out of twenty salesmen secured their quota, or more, and a number of the others lacked only a few dollars.

Also have a contest this month offering three cash prizes, twenty-five, fifteen and ten dollars, to the three salesmen securing the largest amount of business from December first to twenty-third inclusive.

THE BOOMER BULLETIN

Here are the big producers for the last two weeks. To appear here is not only to be honored and distinguished in the service of the company, but indicates that you have beaten down barriers and are using your opportunities to the best advantage. The names that appear in this bulletin are those of men that are accomplishing more than the average. Strive to attain this mark of distinction.

A noticeable feature in the week ending Nov. 29 is that the three leaders are Canadians. After all is said and done, it's the individual salesman that decides where his branch will be in the race and it's just such team work that gives a division a lead.

Our old friend Hess led last week and with a little more of that kind of work we will have to buy a few extra feet of Bronze Tablet to accommodate his name.

THE FIFTEEN HIGH BOYS FOR THE WEEK

WEEK ENDING NOVEMBER 29, 1910				
Position	Salesman			Office Under
1.	E. J. Murphy	-	-	Toronto
2.	H. J. Jeavons	-	-	"
3.	Geo. Harley	-	-	"
4.	W. W. Savercool	-	-	San Francisco
5.	J. W. Merickle	-	-	Toronto
6.	J. H. Medsker	-	-	Fort Wayne
7.	A. E. Bagby	-	-	" "
8.	W. M. Deming	-	-	Toronto
9.	F. E. Morris	-	-	Chicago
10.	A. Laverty	-	-	"
11.	J. H. Stimson	-	-	Fort Wayne
12.	E. C. Franklin	-	-	Chicago
13.	Geo. Hull	-	-	Fort Wayne
14.	J. R. Sibley	-	-	Boston
15.	Horace Waite	-	-	"

WEEK ENDING DECEMBER 6, 1910				
Position	Salesman			Office Under
1.	K. F. Hessenmueller	-	-	Chicago
2.	O. P. Smith	-	-	San Francisco
3.	W. A. Thompson	-	-	Fort Wayne
4.	J. C. Bay	-	-	" "
5.	E. J. Murphy	-	-	Toronto
6.	W. V. Crandall	-	-	San Francisco
7.	A. F. Todd	-	-	Fort Wayne
8.	E. C. Van Houten	-	-	San Francisco
9.	W. M. Deming	-	-	Toronto
10.	S. D. Stoddard	-	-	San Francisco
11.	Osey Austin	-	-	Fort Wayne
12.	A. Anderson	-	-	Toronto
13.	F. C. Martin	-	-	Fort Wayne
14.	G. H. Reuben	-	-	" "
15.	M. C. Benham	-	-	" "

We are indebted to George E. Bentle for the following definition of transil oil, which no doubt will be read with much pleasure by our readers. Transil oil is a very common oil about power stations and engine rooms of all kinds and a knowledge of its nature is indeed interesting.

This oil is used in transformers for the performance of two important functions. First, it serves to insulate the various coils from each other and from the core, and, secondly, it conducts the heat from the coils and core to some cooler surfaces, where it is either dissipated in the surrounding air, or transferred to some cooling medium.

In recent years the oil itself in very large transformers is taken from the transformer when it is hot and pumped through the coils and cores after it has been cooled externally to the transformer.

It is evident that the oil should be free from any conducting material; it should be sufficiently thin to circulate rapidly when subjected to differences of temperature at different places, and it should not be ignitable until the temperature is raised to a very high value.

Although numerous kinds of oil have been tried in transformers, at the present time mineral oil is used almost exclusively.

The oil is obtained by fractional distillation of petroleum, unmixed with any other substances and without subsequent chemical treatment. A good grade should show very little evaporation at 100 degrees C, and should not give off gases at such a rate as to produce an explosive mixture with the surrounding air at a temperature below 180 degrees C.

It should not contain moisture, acid, alkali or sulphur compounds.

It has been shown by Mr. C. E. Skinner, that the deteriorating effect of moisture on the insulating qualities of an oil is very marked; moisture to the extent of 0.06 per cent. reduces the dielectric strength of the oil to about 50 per cent. of the value when it is free from moisture, although further increase of moisture makes little difference.

Dry oil will withstand an e. m. f. of 25,000 volts between two 0.05 inch knobs separated by 0.15 m.

The presence of moisture can be detected by thrusting a red-hot nail in the oil. If it "crackles" water is present. Moisture may be removed by raising the temperature above boiling point of water, but the time consumed (several days) is excessive.

The Westinghouse Company employs a so-called dehydrating method, according to which the oil to be dried is circulated through a tank containing lime, and the oil subsequently passed through a dry sand filter to remove any traces of lime or foreign matter.

Another good test to determine moisture is to put a small quantity of anhydrous copper sulphate in test tube with the oil, shake this well and if there is moisture present the copper sulphate will have a bluish tinge.

Mr. Skinner's specifications are flash test 180 C., burning test 200 C., color, light; evaporation not more than two-tenths per cent. when heated to 100 degrees C. for eight hours.

It can readily be seen from the above that to properly restore transil oil every care should be taken to maintain the oil in first-class condition. Oil not for immediate use should be protected from weather and not be stored in a place where there are extreme variations in temperature. The storage tank should be evaporation proof, as a change in temperature will cause exchange of air or "breathing" in the tank, which causes condensation of moisture, which of course lowers the insulating quality of the oil, and any moisture or foreign matter seriously impairs the dielectric strength of the oil.

* * *

GAVE VENT TO HIS SENTIMENTS

About two months ago J. Theo. Smith, Bowser salesman, with headquarters at Memphis, Tenn., was presented with a son.

J. Theo. is a Bowser enthusiast through and through, so when it came to naming the boy, there was no name that so well suggested the high qualities of the boy and the complete satisfaction to the father as "Bowser," so Bowser Smith it is.

We take this as a compliment to our line and a DIRECT LIFT to our fame. We congratulate the mother and would like to METER some time. We would certainly go a LONG DISTANCE to see the little fellow and we predict he will be an important unit in the SYSTEM of life and REGISTERING MEASURES of truth and justice through his span of time.

TO THE ENTIRE SALES ORGANIZATION

I know you have had numerous suggestions and requests for the expenditure of extra energy in securing business until our year closes, December 23rd, but I want to take advantage of this last issue of the Boomer before that time to add still another suggestion.

You know we have been interested in the business quotas, not only your individual quotas and that of the particular office under which, as an individual, you may be working, but in the quota as a whole. There have been times during the year when we have been ahead of the figure set. Today we are three per cent. behind.

I want to ask you to take advantage of every possible opportunity to secure legitimate orders between now and December 23rd for shipment not later than January 15th. You know that many buyers put you off because, as they tell you, they "don't want any more purchases to appear in this year's business." This is your opportunity. Take those orders for shipment during the first two weeks in January and thus put the accounts over into next year.

As a last resort to secure the business during the next ten days, this is well worth trying. *We must make that quota* and in view of the rest you are to have during the holidays, your undivided attention to the securing of business until twelve o'clock on the night of December 23rd, is well worth while.

LET US ALL "Go to it" and make that quota one hundred per cent.

Heartily yours,

D. A. COREY,
Gen'l. Sales Mgr.

* * *

Airships and salesmen fall the moment they cease working.

* * *

We refer sometimes to a successful salesman as a genius, but genius is only infinite capacity to take pains.

What Is Really Behind the Best Paint House

From reports made to the U. S. Government by Robert L. Stevens, of the Bureau of Municipal Research, seven out of every ten merchants doing business are defrauding their customers through short weight and measures.

Let us tell you what we have done:

Many years ago we installed the first self-measuring Pump System ever put to practical use. In time our business increased and the old tanks and pumps became too small for our fast growing business, so at a very large expense we installed

Bowser's Largest and Best Set of Batteries of Self-Measuring Pumps

ever put to practical use in any store in the Eastern States.

Why Did We Do This? In Order That Every Customer Will Surely Get Full Measure

Our scales are regularly inspected at our expense, by the Standard Scale Co.—IN ORDER TO BE ACCURATE. Does a firm that gives full measure and honest weight deserve your patronage?

J. J. Hockenjos Co.

829 BROAD STREET

50 Years Selling Good Paint

The above is a newspaper ad. which the J. J. Hockenjos company, one of the largest retail paint stores in Newark, is running in the Newark (N. J.) Evening-News.

The interesting feature in connection with this is that this firm has been using our equipment since January 28, 1902, at which time they purchased forty outfits and several individual equipments since. They have always been enthusiastic users of Bowser goods, so in the spring, when making improvements to their building, they agreed with Mr. Dobson to exchange their oil equipment for our latest model, Cut No. 115, twenty-five of which were 2-bbl., three 4-bbl. and two 10-bbl. capacity. The order amounted to 182½ points.

There is considerable agitation at this time in the east in regard to weights and measures, and Mr. Jagle, president of the concern, not only knows all about paints, but the above also shows he is a keen advertiser.

Another evidence of Bowser supremacy; standardized for accuracy and recognized as authority. The long time our goods have been used by this firm and their additional purchases is the strongest kind of evidence the value of our equipment is to this branch of business, which is the most trying kind for self-measuring pumps.

* * *

ESPRIT DE CORPS

Our District Superintendent Murray sprung the above word on us some days ago. We liked the sound of it and resolved to write an editorial on it some time. We finally found it in an imported dictionary and this is the translation:

Esprit: Something to get; to be taken inwardly; liquid of a gingery nature.

De: Not; un: less.

Corps: Dead one.

Application: Esprit de corps keeps you warm to your work and prevents your becoming a dead one.

Mr. Murray credits the ability of his division to take three firsts in the last contest entirely to the action of this product, and says that this spirit flows very freely in his district. Since three of the Thermos Bottles went to his men, this perhaps tells us what they will be used for.

The office, factory and sales force in which men work with a realization of the fact that each one is an important and necessary part of a whole, has a decided advantage. Harmony is the strength of all organizations, and with the "Get Together" spirit, great are the accomplishments. The results are better in quality and larger in quantity, and may the lid never be put on this spirit in our organization.

* * *

To continue an old method because you used it so long you are getting used to it, may be like the horse that was fed sawdust but died just about the time when he was getting used to it.

* * *

If Toronto falls now, after leading so long, we'll think—well, we'll think as we have always thought, that even in the midst of certainty there is always doubt.

* * *

VISITORS AT THE FACTORY

S. F. Taylor.

P. F. Cashman

Nap. Rosconi.

G. L. Schnable.

G. L. Potter.

C. B. Evans.

H. T. Kray.

R. S. Johnson.

J. P. O'Niel.

J. B. Heinen.

E. L. Milliron.

